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CALGARY

THE FRIENDLY CITY



VISITORS' GUIDE



OFFICIAL PUBLICATION OF THE CALGARY TOURIST AND CONVENTION ASSOCIATION



IN CALGARY ... DRIVE THE CANADIAN WAY
WITH WHITE ROSE GASOLINES



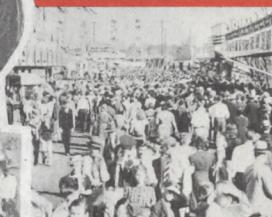
CANADIAN OIL COMPANIES, LIMITED

1912- 50 ANNIVERSARY -1962

12-



SEE
THE GREATEST
OUTDOOR SHOW
ON EARTH!
JULY 9-14, 1962
JULY 8-13, 1963



CALGARY EXHIBITION & STAMPEDE

Make this THE year to see the 50th Anniversary of the Calgary Stampede . . . this year BIGGER and BETTER than ever before. AFTERNOON AND EVENING PERFORMANCES DAILY . . .

EVERY AFTERNOON in front of the Grandstand . . . Championship Cowboy Contests for the highest cash purses ever! Racing with Pari Mutuel Betting—Plus the World Famous Royal Canadian Mounted Police Musical Ride.

EVERY EVENING in front of the Grandstand . . . Calgary's famous Chuckwagon Races 8 or 9 races every evening. 50th Anniversary Stage Spectacular and colorful Fireworks Display.

★ ROY ROGERS SHOW in the Stampede Corral. July 9-14, matinees and evenings.

★ \$50,000 POT 'O GOLD someone will win it for only one dollar.

★ Industrial and Agricultural Exhibitions.

★ International Livestock Show.

★ Mexico's Salute to the 1962 Stampede Outstanding horsemen, singers and dancers.

★ Indian Village.

★ Art and Photo Salons.

★ Giant Midway.



GREATER THAN EVER BEFORE!

CALGARY EXHIBITION & STAMPEDE LTD.

H. Gordon Love,
President

CALGARY, ALBERTA, CANADA

Maurice E. Hartnett,
Gen. Manager

CALGARY VISITORS' GUIDE

An Annual Publication of

THE CALGARY TOURIST & CONVENTION ASSOCIATION

HOSPITALITY CENTRE, MEWATA PARK, CALGARY, ALBERTA, CANADA

Doug Johnson, Manager

This publication is prepared as a public service by the Calgary Tourist & Convention Association, and its supporting business firms shown within. WE UNHESITATINGLY RECOMMEND EACH OF THE BUSINESSES LISTED

Circulation 25,000

Volume 3

March, 1962

Photographs and articles in this book may be reproduced for the asking. Write the publisher at the above address.

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OUR COVER

. . . is a color photograph of exhibits from the Calgary Brewery's "Horsemanship's Hall of Fame", located in the Calgary Aquarium building, 9th Ave. and 15th St. S.E. The lifesize replicas of three Blackfoot Indians in conversation below the large mask of Walking Buffalo, patriarch of the Stoney Indian tribe, are indicative of the work to be seen at the museum opening in July, 1962.

This steadily-growing museum — open to the public daily — is dedicated to the early West — its horsemen, explorers, pioneers, settlers, mounted police and Indians — by the Calgary Brewing and Malting Co. Ltd.

Shopping

is so Pleasant and Easy at
EATON'S OF CANADA
in the heart of
Downtown Calgary



No wonder so many Calgary people like to shop at EATON'S — it's such a satisfying experience! Generations of Canadians from coast to coast have found it so, and visitors agree that shopping at EATON'S is one of the nicest parts of a visit to Calgary!

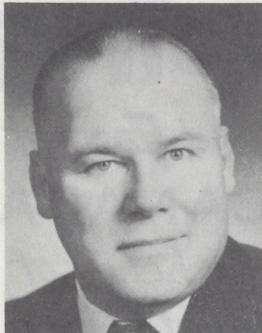
You'll enjoy every moment you spend in this big modern store with its five shopping floors of merchandise for every need and from every part of the world. You'll like the courteous service, the attractive surroundings, and the time-honoured guarantee that protects every purchase you make — "Goods Satisfactory or Money Refunded." You'll find our well-staffed Beauty Shops, our pleasant Valley Room Cafeteria, and our excellent selection of woollens, linens, china and furs of particular interest to visitors.

And, of course, our Carpark adds greatly to the pleasure of shopping at EATON'S. It offers five levels of convenient parking and is connected to the store by underpass.

Enjoy your visit in Calgary and enjoy your shopping at EATON'S in the heart of downtown Calgary!



COAST to COAST in CANADA it's EATON'S for FRIENDLY SERVICE
CANADA'S LARGEST MARKETPLACE



You are Welcome Guests

May I, on behalf of The City of Calgary, wish all Travellers and Visitors a Happy Holiday while in our midst.

Do enjoy your stay and come again.

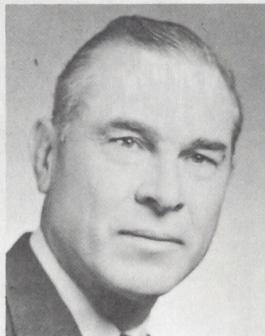
HARRY HAYS,
Mayor.



Howdy, Friends!

You're always a welcome guest in our city. To make your visit as completely enjoyable as it can and should be, don't hesitate to drop in at any of our free information centres. The staff will be pleased to provide any literature or accurate information you would like.

LORNE CARR
President
Calgary Tourist & Convention Association



On behalf of the Executive Committee and members of The Calgary Chamber of Commerce, may I, as president, extend to all visitors to Alberta, and especially to the City of Calgary, a hearty western welcome. May your visit be profitable and pleasant, and be sure to come again.

CARL O. NICKLE, President
THE CALGARY CHAMBER OF COMMERCE

CHICKEN on the WAY



featuring "DUNN-RITE" CHICKEN

exclusively

2 LOCATIONS



JUST \$1.00 BUYS:

FRIED HALF CHICKEN
CHIPS, 2 CORN FRITTERS
AND DOUGH-NUT

At Both Locations

A SMALL SERVICE CHARGE WILL DELIVER YOUR CHICKEN
TO ANY LOCATION

14th Street
AND
Kensington Rd.
PHONE
AT 3-5545

6511
Elbow Drive
PHONE
AL 5-5292

TRY OUR ECONOMY PAC:

16 PIECES OF CHICKEN	\$3.25
HALF PAC	\$2.00

FISH & CHIPS — FRIED JUMBO SHRIMPS

COFFEE BAR & DINING SERVICE AT KENSINGTON RD. LOCATION

THE FINEST CHICKEN YOU EVER ATE!!

The Story of Calgary

Calgary was born in the summer of 1875. A contingent of the Royal North West Mounted Police set up camp near the confluence of the Bow and Elbow rivers.

The name, Calgary, was chosen by Colonel J. F. Macleod commanding officer of the "mounties." The name originates in Scotland, is Gaelic for "clear running water."

For eight years after the first camp was established, Calgary was only a minor trading post. Fort Walsh and Fort Macleod were the major centres to the south, with Rocky Mountain House active to the north.

Short as the history of Calgary may be, it makes a rich and lusty story. Reverend Father Lacombe was here when the R.N.W.M.P. arrived, already established as a friend of the Cree and Blackfoot Indians. Just to the west of the newly established post, Reverend John MacDougall had a home with the Stony Indians. Overlooking what is now Glenmore Dam, Sam Livingstone had a cabin up, and a vegetable garden growing when the Mounted Police arrived.

It was the buffalo hunters, trappers and whiskey traders who were responsible for the R.N.W.M. Police coming to the west. The country was so wild and lawless, the government at Ottawa formed the special, Red-coated, military unit now famous around the world to bring peace and law to the new territory.

In 1883, The Canadian Pacific Railway crept into Calgary, and the new settlement was on its way. By

the end of that year, the population had reached 600.

Even the Riel Rebellion in 1885 did not stunt the growth of the town. By 1889, the C.P.R. had extended a branch line to Edmonton, and the population had risen to nearly 2,000. By 1891, there were 3,876 residents, and the town boasted such amenities as electric lights, and a water system.

A great ranching industry developed, with Calgary as one of the largest centres of cattle marketing. The lush grazing encouraged owners of tremendous herds to move north from the overgrazed United States ranges. A natural result was the beginning of the now huge meat packing industry in the city.

Free homesteads to settlers brought such a rush of pioneers to the area that by 1893 Calgary was granted a charter as a city. Farming joined ranching to give the city a thriving economy. In 1914, when oil was discovered just south, at Turner Valley, a new era of prosperity began.

Thru the years, Calgary has continued to grow, now exceeds a quarter of a million population. Ranching, farming, oil and industrial development has continued to give the city and area a sound economy, and the promise of future prosperity.

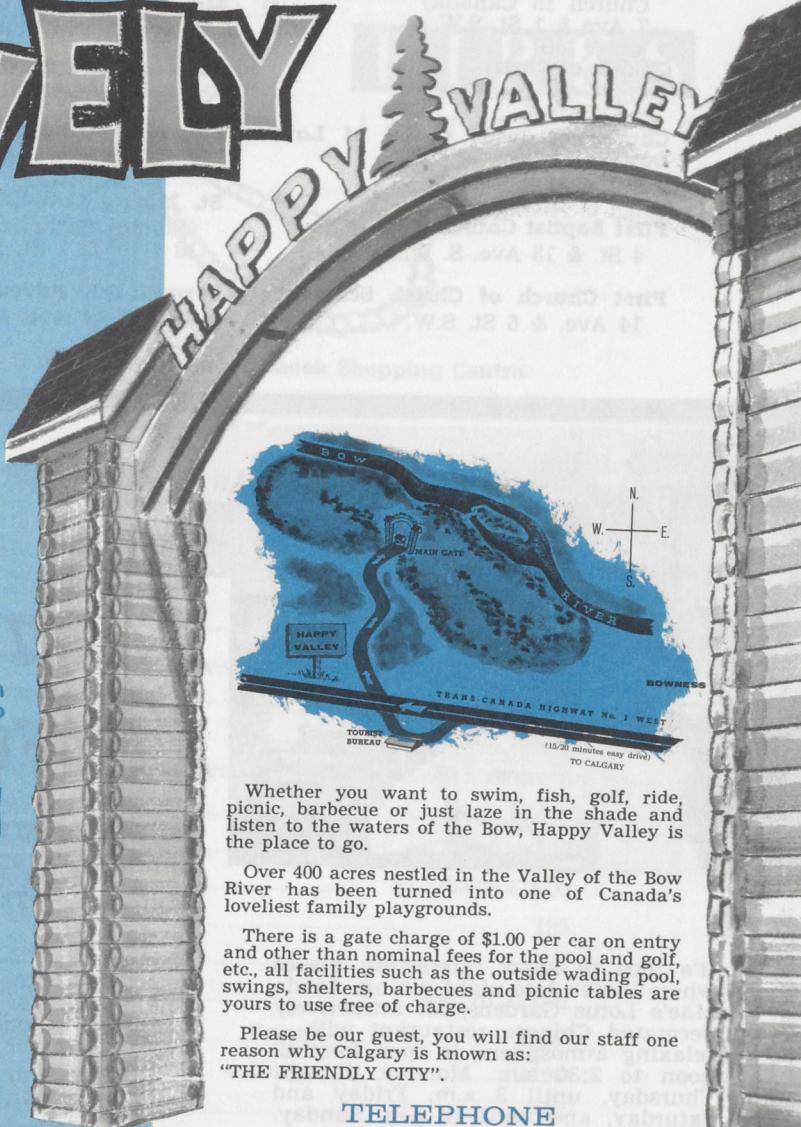
Warm friendliness and hospitality, a determined tenderness about the past and the bright future blend together to make Calgary a city unique. A city with a history — young but full of dignity.

SUMMER or WINTER it's

LOVELY

HAPPY VALLEY

Calgary's
Family
Playground



Whether you want to swim, fish, golf, ride, picnic, barbecue or just laze in the shade and listen to the waters of the Bow, Happy Valley is the place to go.

Over 400 acres nestled in the Valley of the Bow River has been turned into one of Canada's loveliest family playgrounds.

There is a gate charge of \$1.00 per car on entry and other than nominal fees for the pool and golf, etc., all facilities such as the outside wading pool, swings, shelters, barbecues and picnic tables are yours to use free of charge.

Please be our guest, you will find our staff one reason why Calgary is known as:
"THE FRIENDLY CITY".

TELEPHONE

288-5222

Downtown Churches

Alliance Church

(Christian Missionary Alliance)
17 Ave. & 1 St. S.W.

Cathedral Church of the Redeemer

(Episcopal)
7 Ave. & 1 St. S.E.

Central United Church

(Union of Congregationalists,
Methodist and Presbyterian
Church in Canada)
7 Ave & 1 St. S.W.

Church of Christ

702 - 15 Ave. S.W.

Church of Jesus Christ of Latter Day Saints

2021 - 17 Ave. S.W.

First Baptist Church

4 St. & 13 Ave. S. W.

First Church of Christ, Scientist

14 Ave. & 6 St. S.W.

First Church of the Nazarene

126 - 14 Ave. S.W.

House of Israel

18 Ave. & Centre St. South

Jehovah's Witnesses Kingdom Hall

1814 - 15 St. S.W.

Knox Presbyterian Church

1220 - 2 St. S. W.

Mount Calvary Lutheran Church

4 Ave. & 3 St. S.W.

Pentecostal Tabernacle

928 - 8 Ave. S.W.

Salvation Army Citadel

1 St. E. & 7 Ave.

St. Mary's Cathedral

(Roman Catholic)
18 Ave. & 1 St. S.W.

Seventh-Day Adventists

4 St. & 14 Ave. S.W.



Linda Mae's Lotus Gardens

221 CENTRE STREET S.W.

CALGARY, ALBERTA

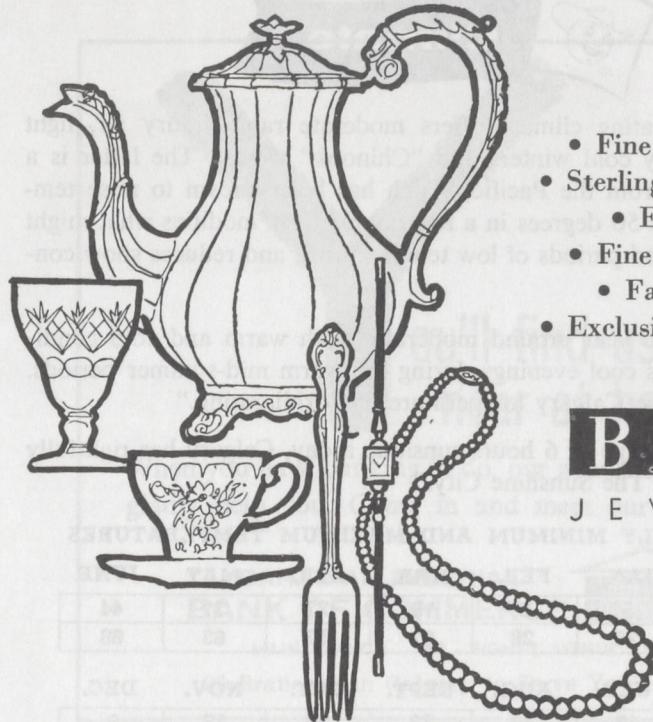
(Entrance on Third Avenue S.W.)

It's nice to know interesting places where there's late night dining. Linda Mae's Lotus Gardens, an attractively decorated Chinese restaurant with a relaxing atmosphere, is open from 12 noon to 2:30 a.m. Monday through Thursday, until 3 a.m. Friday and Saturday, and until 12 p.m. Sunday. This restaurant is known for delicious

Chinese food — menu offers a wide selection. Come for dinner early or late. Come for the special business luncheon at one dollar, served from 12 to 2 p.m., or come for "take-outs".

DELIVERIES to homes or city motels, from 5 p.m. until the restaurant closes.

Telephone 263-5895



- Fine Jewellery
- Sterling Silver and Antiques
- English Bone China
- Fine Leather Goods
- Fashion Jewellery
- Exclusive Swiss Watches

BIRKS JEWELLERS

25 BRANCHES IN 19 CITIES

2 BRANCHES IN CALGARY

314 - 8 Avenue S.W. and Chinook Shopping Centre

Statistics at a Glance

Metropolitan population (1961)	279,062		
Altitude	3,438 feet		
Area, corporate Calgary	152 sq. miles (97,024 acres)		
Annual precipitation	16.87 inches (5.02 snow)		
Average frost-free period	110 days		
Average yearly sunshine	2,202 hours		
Average yearly mean temperature	40.3 degrees		
Motor vehicles (1961)	114,607		
Building permits (1961)	\$70,473,853.00		
Bank clearings (1961)	\$7,123,609,475.00		
Number of churches	195		
Number of schools	126		
Livestock sales (1961)	\$96,801,322.00		
Hotels	30	Rooms	2820
Motels	48	Units	1190
Ornamental public parks		96	
Total public park area		611 acres	



Climate

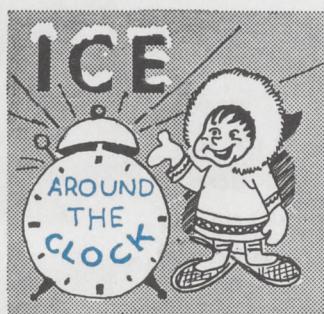
Calgary's invigorating climate offers moderate rainfall, dry air, light snowfall, moderately cold winters and "Chinook" winds. The latter is a dry westerly wind from the Pacific, which has been known to raise temperature as much as 50 degrees in a few hours. This modifies what might otherwise be extended periods of low temperatures, and reduces snow conditions appreciably.

Low humidity the year around moderates both warm and cold conditions. This provides cool evenings during the warm mid-summer periods. Most people describe Calgary temperature as "exhilarating."

With a yearly average of 6 hours sunshine a day, Calgary has rightfully earned the title — "The Sunshine City."

AVERAGE DAILY MINIMUM AND MAXIMUM TEMPERATURES

	JAN.	FEB.	MAR.	APR.	MAY	JUNE
Minimum	5	6	16	27	37	44
Maximum	26	28	37	52	63	68
	JULY	AUG.	SEPT.	OCT.	NOV.	DEC.
Minimum	49	46	39	30	18	9
Maximum	76	74	64	54	38	29



24-HR. SELF-SERVE ICE AVAILABLE AT THE FOLLOWING LOCATIONS: (In block or bag)

ALBERTA ICE COMPANY LTD.

For Information or
Directions

Phone AM 2-2633
AM 2-7326

Shell Service Station — 9th Ave. & 10th St. S.E.

Shell Service Station — 38A Ave. & Macleod Trail

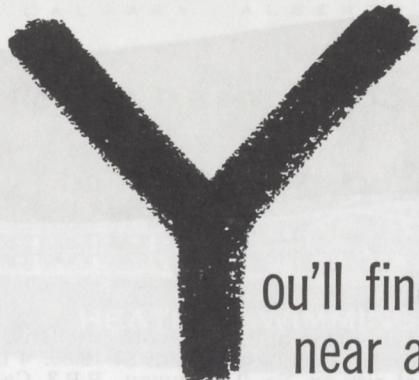
16th Ave. N.W. (Banff Trail) & 21st St.

17th Ave. & 11th St. S.W.

Riverside Blvd. & 6A St. N.E.

BA Service Station — 75th Ave. & Macleod Trail

Crystal Clear, Hard-frozen Party Ice also available at Service Stations throughout the City where the Red, Yellow and Blue Ice Sign is Displayed



ou'll find us
near at hand . . .

When you have banking to do, our nearest branch will
gladly help you. Come in and meet our personnel.

**CANADIAN IMPERIAL
BANK OF COMMERCE**



MAIN BRANCH 309 - EIGHTH AVENUE S.W.

26 Branches in Calgary to Serve You Better

Currency Exchange

The value of any form of currency is decided daily on the money markets of the world. The Exchange at New York issues daily ratings which are used in all countries.

Currently, Canadian money is pegged at 92½ cents to the U.S. dollar. This gives American citizens a decided premium on their vacation spending. As not all places of business observe the full exchange rate, we urge you to visit the nearest branch of the banks listed below. You will receive the entire exchange rate with prompt and courteous attention at all times.

**Canadian Imperial Bank of
Commerce**

309 - 8 Ave. S.W. _____ AM 6-7251

Bank of Nova Scotia

125 - 8 Ave. S.W. _____ AM 3-1810

Bank of Montreal

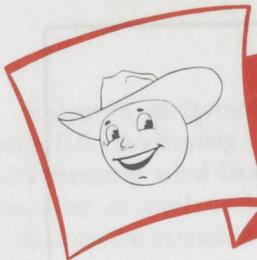
140 - 8 Ave. S.W. _____ AM 6-8701

Royal Bank of Canada

411 - 8 Ave. S.W. _____ AM 6-8751

Toronto-Dominion Bank

114 - 8 Ave. S.W. _____ AM 9-5541



Accommodation

Motels

AMYLORNE MOTEL
Ph. AL 5-1498

Ten 4-star units. All with kitchens. 3 par golf course for guests. Rates \$7-12.50. 4 miles south of city on No. 2 Highway. R.R.3, Calgary.

ANCHOR MOTEL
Ph. AV 9-8457

Fifteen 4-star units. 5 with kitchens. Rates \$6-14. On Trans-Canada Highway in motel village. 1816 - 24 Street N.W.

ARMSTRONG MOTEL
Ph. AV 9-4451

Eighteen 4-star units. 13 with kitchens. Rates \$7-12. On Trans-Canada Highway in motel village. Address — 2539 Banff Trail, Calgary, Alberta.

BARCLAY'S MOTEL
Ph. AL 5-7706

Seventeen 4-star units, four 3-star units. Nine with kitchens. Rates \$7-14. 2½ miles from city centre. 5307 Macleod Trail, Calgary.

BLUE BIRD MOTEL
Ph. CH 3-0393

Sixteen 4-star units. Some with kitchens. Rates \$7-14. On Highway No. 2, south side. 3912 Macleod Tr.

CAVALIER MOTEL
Ph. AV 9-0211

Fifty 4-star units. Restaurant. Swimming pool. Rates \$8-18. At junction of Highway 1A and Trans-Canada Highway. 16 Avenue & 21a Street N.W.

CONTINENTAL MOTEL
Ph. CH 3-7791

Thirty 4-star units. Some with kitchenettes. Rates \$8-16. Seven minutes from city centre on Highway No. 2 south side. 4637 Macleod Trail.

**FOOTHILLS
BUNGALOWS**
Ph. CH 3-0479

Eight 4-star, six 3-star units. All with kitchens. Rates \$5-9. 2 miles from city centre on No. 2 Hwy. South side. 4630 Macleod Trail, Calgary.

GRADDELL MOTEL
Ph. AV 9-1111

Eight 4-star, four 3-star units. Six with kitchens. Rates \$5-9. 6 miles from city centre on No. 1A paved highway. Box 197, Calgary, Alberta.

**GREEN GARDENS
MOTEL**
Ph. BR 2-3317

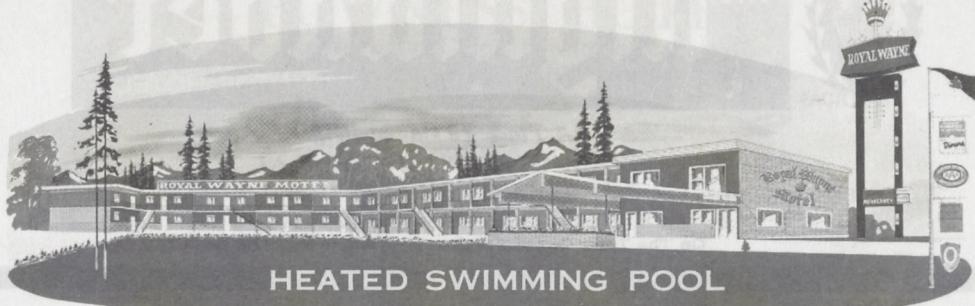
Sixteen 3-star units. All with kitchens. Rates \$6-10. 3 miles from city centre on Highway IA in Forest Lawn. 3211 - 17 Avenue S.E., Forest Lawn.

HILLCREST MOTEL
Ph. CR 7-7566

Eight 4-star, sixteen 3-star units. Most with kitchens. Rates \$5-15. On road to Municipal Airport, close in. 3111 Edmonton Trail, Calgary.

Royal Wayne Motel

CALGARY, ALBERTA, CANADA



FOUR STAR RATING

FREE RADIO — TV — ICE

24-HOUR SWITCHBOARD SERVICE

Forty-two deluxe carpeted units, shower and bath. Panoramic view of the Rockies. 5 blocks west of Simpsons-Sears Shopping Centre. Close to McMahon Stadium and University of Alberta. Convenient dining facilities, launderette, hairdresser.

MEMBER
CALGARY
TOURIST AND
CONVENTION
ASSOCIATION



PHONE AV 9-6651 or WRITE 2416 - 16 AVE. N.W.

Right on No. 1 Trans-Canada Highway
CALGARY'S GATEWAY TO BANFF AND LAKE LOUISE
Executive Suite, Sample and Meeting Rooms Available

FREE CONTINENTAL BREAKFAST . . .
CHILDREN'S PLAY AREA



MACLEOD MOTEL
Ph. CH 3-0001

Twenty-two 4-star units. Eighteen with kitchens. Rates \$6-12. Two miles from city centre on Highway No. 2, south side. 4337 Macleod Trail.

MEADOW MOTEL
Ph. AL 5-7101

Eleven 4-star units. Some with kitchens. Rates \$7-14. 15 minutes to city centre on Highway No. 2 south side. 7012 Macleod Trail, Calgary.

MECCA MOTEL
Ph. 288-3729

Fifteen 4-star units. Restaurant. Located on Trans-Canada Hwy. 4 miles west, Calgary.

**MT. EISENHOWER
MOTOR COURT**
Ph. AV 9-7393

Twenty 4-star, four 3-star units, many with kitchenettes. Rates \$7-12. On Highway 1A in northwest Calgary. 2227 Banff Trail, Calgary.

RAINBOW AUTO COURT
Ph. CH 3-3155

Three 3-star units. All with kitchenettes. Rates \$6-10. On No. 2 Highway, south side. 7124 Macleod Tr.

RANCH MOTEL
Ph. CH 3-2108

Nine 4-star units. Rates \$6-12. On Highway No. 2, south side. 5229 Macleod Trail, Calgary.

ROUND UP MOTEL
Ph. AV 9-2123

Twelve 4-star units. Some with kitchens. Rates \$8-14. On Trans-Canada Highway west in motel village. 1904 - 24 Street N.W.

In Calgary . . .



THE

highlander

MOTOR HOTEL

"A Place Ye Canna Forget"

YOU'LL ENJOY YOUR STAY AT

Calgary's Newest Motor Hotel

Rates from \$7.50 — Ph. AV 9-1961

On The Trans-Canada Highway — 16th Ave. - 17th St. N.W.

ROYAL WAYNE MOTEL
Ph. AV 9-6651

Forty-two 4-star units. Swimming pool. Rates \$7-16. On Trans-Canada Highway west in motel village. 2416 - 16 Avenue N.W.

**STAMPEDE AUTO
COURT**
Ph. CH 3-1009

Twelve 4-star units. Rates \$6-12. Close in on Highway No. 2, south side. 4401 Macleod Trail.

STAR MOTEL
Ph. AV 9-2332

Eleven 4-star, one 3-star unit. Most with kitchens. Rates \$6-8. Located on Trans-Canada Hwy. in motel village. 2010 - 24 Street N.W., Calgary.

SUNSET MOTEL
Ph. AV 9-2101

Thirty-two 4-star units. Some with kitchens. Rates \$7-10. Located on Trans-Canada Hwy. in motel village. 2112 - 25 Street N.W., Calgary.

SUNNYSIDE LODGE
Ph. AT 3-2239

Seven 4-star units. All with kitchens. Rates \$5-10. Close in on Sunnyside Boulevard. 828 Sunnyside Boulevard, Calgary.

**TRANS-CANADA
MOTEL**
Ph. CR 7-8133

Twenty-one 4-star units. 10 with kitchens. Rates \$8-12. On Trans-Canada Highway, one mile east of cloverleaf. P.O. Box 89, Forest Lawn, Calgary.

GAMMON MOTEL
BANFF
Ph. PO 2-3344

Accommodates 188 — Rates \$12 for 2 — \$16 for 4. Open all year. Address — Banff, Alberta.

TRANS-CANADA MOTEL

WELCOMES YOU

On Trans-Canada Hwy.

East of Cloverleaf

No. 1 Hwy.

Ray Finkbiner and
Al Shearer — Hosts

For Reservations Phone CR 7-8133

ALL CREDIT CARDS ACCEPTED

22 4-Star Units

With or Without Kitchenettes

Moderate Rates

You'll Sleep like a King at
BOWNESS HOTEL

FIFTEEN MINUTES FROM DOWNTOWN CALGARY
JUST AROUND THE CORNER FROM NO. 1 HIGHWAY
PRIVATE BATH IN EVERY ROOM. AMPLE FREE PARKING. FULL DINING FACILITIES

LICENSED PREMISES

BOWNESS HOTEL

6404 MAIN STREET, BOWNESS (ON No. 8 HWY. WEST) — PHONE BU 8-4421

Hotels

ALEXANDRA HOTEL
Ph. AM 6-4671

108 rooms. 10 with private bath. Rates \$2 and up. Address 225 - 9 Avenue S.E.

BEACON HOTEL
Ph. CR 7-7531

40 rooms. All with private bath, dining and cocktail rooms. Rates \$6 and up. Centre Street & 16 Avenue N.W.

BOWNESS HOTEL
Ph. BU 8-4421

24 rooms. All with private bath. Dining room. 15 minutes from downtown Calgary. 6404 Bowness Road, Bowness, Alta.

CARLTON HOTEL
Ph. AM 2-4651

98 rooms. 50 with private bath. Coffee shop. Rates \$3.75 and up. Across from CPR station. Ninth Avenue S.W.

EMPIRE HOTEL
Ph. AM 2-1131

95 rooms. 17 with private bath. Coffee shop. Rates \$3.00 and up. 118-124 - 9 Avenue S.E.

EMPEROR HOTEL
Ph. AM 2-1141

93 rooms, 29 with private bath. Coffee shop and dining room. Rates \$3.25 and up. 219 - 6 Avenue S.W.

IMPERIAL HOTEL
Ph. AM 2-2556

60 rooms, 4 with private bath. Rates \$2.00 and up. 9 Avenue & 2 Street S.E.

NATIONAL HOTEL
Ph. BR 3-5717

33 rooms. Coffee shop. Rates \$2.00 and up. 10 Ave. & 11 St. S.E.

the New

AMBASSADOR MOTEL

"Calgary's Finest"

- 60 DELUXE UNITS
- 100% FIREPROOF
- NEAR GOLF COURSE
- TELEPHONES
- 5 MINS. TO DOWNTOWN
- FREE TV
- SWIMMING POOL
- KITCHENETTES

Owned and operated by Mike and Jean Perozni

LOCATED ON TRANS-CANADA HIGHWAY

802 - 16th AVE. N.E.

PHONE 276-2271

Hotels

PALLISER HOTEL
Ph. AM 6-8621

460 rooms. 400 with private bath. Dining and cocktail rooms. Rates \$7.00 and up. Ninth Avenue S.W.

QUEENS HOTEL
Ph. AM 2-6887

80 rooms. 5 with private bath. Coffee shop. Rates \$3.00 and up. 8 Avenue & 2 Street S.E.

RIDEAU TOWERS
Ph. CH 3-2541

20 deluxe overnight suites (220 in all). Room and maid service. Rates \$16 and up. Bachelor suites will accommodate four. Swimming pool. Dining room. 209 Rutland House.

HOTEL ROYAL
Ph. AM 2-9595

104 rooms. 84 with private bath. Dining and cocktail rooms. Rates \$5.00 and up. 8 Avenue & 2 Street S.W.

ST. LOUIS HOTEL
Ph. AM 2-6341

48 rooms. 7 with private bath. Coffee shop, cocktail bar. Rates \$2.00 up. 430 - 8 Ave. S.E., Calgary.

HOTEL ST. REGIS
Ph. AM 2-4641

100 rooms. 50 with private bath. Rates \$3.50 and up. 124 - 7 Avenue S.E.

STAMPEDE HOTEL
Ph. CH 3-5531

50 rooms. All with private bath. Dining and cocktail rooms. Rates \$5.50 and up. 3828 Macleod Trail.

VICTORIA HOTEL
Ph. AM 2-3971

39 rooms. 11 with bath. Rates \$3 and up. 121a - 8 Ave. S.E.

HOTEL WALES
Ph. AM 6-1031

179 rooms. 165 with bath. Dining and cocktail rooms. Rates \$6.00 and up. 2 Street & 7 Avenue S.W.

YALE PLAZA HOTEL
Ph. AM 2-4604

69 rooms — 15 with bath — dining room. Rates \$3.50 and up. Across from CPR station. 9th Avenue S.E.



ELBOW LODGE MOTOR HOTEL

Across from Stampede Grounds on the Banks of the Elbow River

1919 PARK ROAD & 2 STREET S.E., CALGARY

PHONE 269-6771



- Deluxe Accommodations
- Moderate Rates
- Restful Surroundings
- Dining Lounge with River View
- Cocktail Bar
- Close to City Centre

WHEN IN EDMONTON — STOP AT THE GREENBRIER MOTOR HOTEL

10209 - 100 Avenue ● Phone 424-0841



In Calgary It's The

Caravan

- PRIVATE PARKING
- AIR CONDITIONED
- HI-FI RADIO, TV AND BACKGROUND MUSIC
- DINING ROOM, COFFEE SHOP, LOUNGE, STEAK & RIB HOUSE
- BATH AND SHOWER IN EACH ROOM

Calgary's First and Only
**DOWNTOWN MOTOR
HOTEL**

4th Avenue and 4th Street S.W. — In the Heart of the City Phone AM 3-1010
also at 104 St. and 100 Ave. EDMONTON

HOTEL YORK
Ph. AM 2-5585

180 rooms. All with bath. Dining and cocktail rooms. Rates \$5.50 and up. Centre Street South and 7 Avenue.

HOMESTEAD HOTEL
Banff

Accommodates 135. Rates \$4 - \$9. Dining room — Summer only. Address Banff. Ph. PO 2-2151.

TIMBERLINE HOTEL
Banff

72 rooms. Dining room. Cocktail lounge. Open all year. Address Banff. Ph. PO 2-2281.

Motor Hotels

AMBASSADOR
Ph. 276-2271

60 deluxe units. Swimming pool. 16 Ave. & 8 Str. N.E., Calgary

CARAVAN
Ph. AM 3-1010

Eighty-nine 4-star units. Restaurant. Cocktail lounge. 414 - 4 Avenue S.W.

CROSSROADS
Ph. CR 7-0161

Sixty-five 4-star units. Restaurant. Cocktail lounge. 16 Avenue & 21 Street N.E.

ELBOW LODGE
Ph. AM 9-6771

Seventy 4-star units. Restaurant. Cocktail lounge. Park Road & 2 Street S.E.

HEPBURN
Ph. AL 5-7756

Forty-five 4-star units. Restaurant. Cocktail lounge. 5809 Macleod Trail.

HIGHLANDER
Ph. AV 9-1961

One Hundred 4-star units. Swimming pool. Restaurant. Cocktail lounge. 17 Avenue and 16 Street N.W.

TRADE WINDS
Ph. AL 2-2211

Sixty 4-star units. Swimming pool. Restaurant. Cocktail lounge. 66 Avenue & Macleod Trail.

HEPBURN MOTOR HOTEL

5809 MACLEOD TRAIL

ON No. 2 HIGHWAY SOUTH — 255-7756



Calgary's Finest

- ☆ Finest Accommodation
- ☆ Finest Food in Dining Lounge and Coffee Shop
- ☆ Friendly Atmosphere

Telephones — TV — Radios — Playground

Trailer Courts

ARMSTRONG MOTEL
Ph. AV 9-4451

10 stalls. All services
2539 Banff Trail

BLUE BIRD MOTEL
Ph. CH 3-0393

16 stalls. All services.
3912 Macleod Trail

BOW BEND
TRAILER COURT
Ph. BU 8-2161

50 stalls. All services
5227 - 13 Avenue N.W., Montgomery, Alta.

CLOVER LEAF
TRAILER PARK
Ph. CH 7-8352

56 stalls. All services
16 Avenue & 19 Street N.E.

KINGSLAND MOBILE
HOME COURT
Ph. AL 5-5295

115 stalls. All services
75 Avenue & Macleod Trail

RAINBOW MOTEL
Ph. CH 3-3155

12 stalls. All services
7124 Macleod Trail

ROUND UP MOTEL
Ph. AV 9-2123

10 stalls. All services
1904 - 24 Street N.W.

GREEN GARDENS AUTO
COURT & TRAILER
PARK
Ph. BR 2-3317

65 stalls. All services
3211 - 17 Avenue S.E., Forest Lawn, Alta.

16 Modern Units — Mountain View

GREEN GARDENS

motel & trailer court

Moderate Rates

15 Minutes to City Centre

Comfort and Privacy

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Calgary
Phone BR 2-3317

TWO TOURIST MISTS

Meadow Motel

7012 MACLEOD TRAIL

11 Units — TV — A.A.A. and C.A.A. Approved

Owner operated — Iva Johnston

TELEPHONE AL 5-7101



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Mosquito-free Camping in Calgary

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150 tents. All services. Adjacent to Natural History Park.

BOW BEND TRAILER COURT Ph. BU 8-2161

Tenting facilities under trees adjacent to Bow River. 5227 - 13 Avenue N.W., Montgomery, Alberta.

ALTA. GOVT. CAMPGROUND

20 miles south of Calgary on Sheep River.

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"Just For You"

- 65 SPARKLING NEW ROOMS
- COMBINATION TUB AND SHOWER BATHS
- TWIN AND DOUBLE BEDS
- ROOM TELEPHONES
- CHILDREN'S PLAYGROUND
- TV.

RESTAURANT . . . COFFEE SHOP . . . SWIMMING POOL

Dine and Dance Nightly

At Junction of Highways 1 and 2 at East Entrance to City

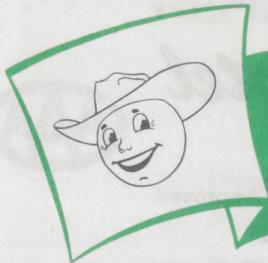
For Reservations

2120 - 16th AVE., N.E. CALGARY - - - - TEL.: CR. 7-0161

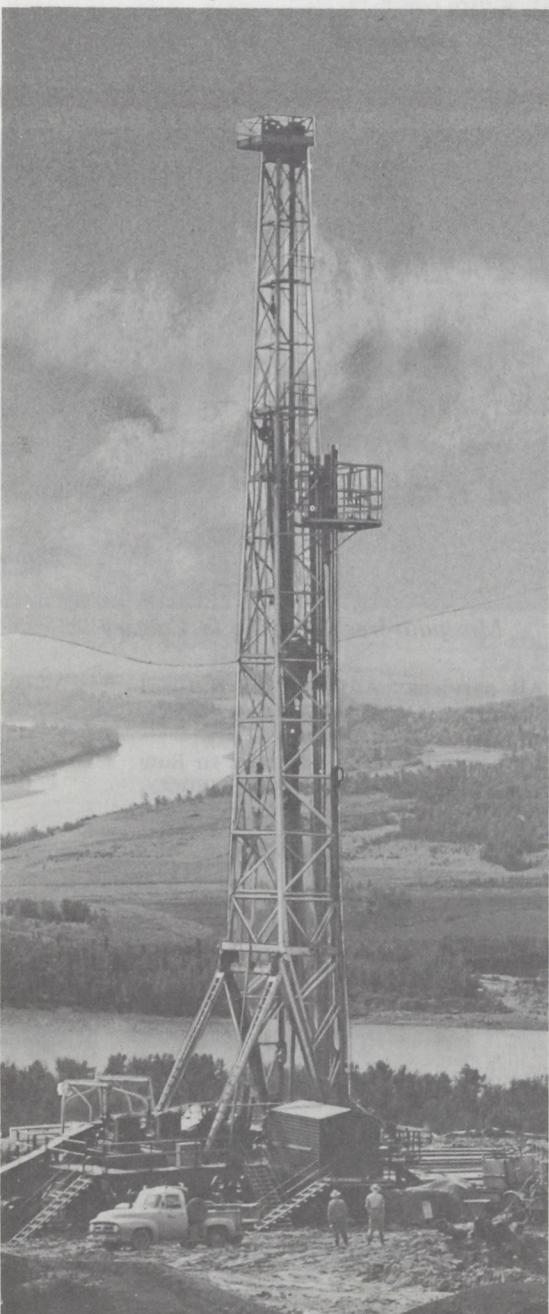
BEST WESTERN & A.A.A.

HOTEL ALBERTA

"GAY 90's LOUNGE"



Oil and Calgary



It was 1914 when Calgary first knew of the black gold. It was then that the Turner Valley Oilfields, 38 miles southwest of Calgary, came into production. Since then, the city has solidly consolidated its right to the title, "Oil Capital of Canada".

Today, nearly 400 firms directly connected with the oil industry have their headquarters in Calgary. The result of this is borne out by the fact that while Calgary rates ninth in Canada in population, the city stands a healthy fifth in annual bank clearings.

There are oil and gas wells producing in many areas of the province today, adding a very buoyant touch to the economy of the area. Natural gas fields surround Calgary, and with a huge program of gas export to the United States and eastern Canada, additional benefits to the city are already beginning to appear. A huge pipe mill is steadily turning out the necessary pipe for the program.

By-products, such as sulphur, fertilizers, rubber and plastics are part of the new development in industry giving Calgary a furious industrial growth rate.

Oil and gas, Canada's largest source of mineral wealth, centres around Calgary. As the administrative and financial centre of the industry, Calgary comes naturally by the "Oil Capital" crown.

It is interesting to note that no less than 37,000 United States citizens, nearly all directly connected with the oil industry, live in the city of Calgary. In fact, under the jurisdiction of the United States Consulate in Calgary, there are over 87,000 American citizens, which does a great deal to make the old "Cow-town" truly North American in every respect.

The petroleum industry and Calgary have come a long way since 1914. And the future looks even brighter for both.



TWO TOURIST MUSTS

THE PANORAMA FROM

Rideau Towers

An unequalled view of Rockies and City. Bring your camera — Ask to use our roof.



(ALT. 3580')

TAKE A TOUR OF LUXURIOUS RIDEAU TOWERS — CALGARY'S EXECUTIVE COMMUNITY

16-acre residential hilltop

- ★ See the \$80,000 swimming pool with pavilion and terrace . . .
- ★ Beautiful marbelled and mirrored lobbies . . .
- ★ Muralled restaurant . . .
- ★ Turquoise and apricot, condoliered Towers Room (for entertaining)

DINE REASONABLY IN OUR RIDEAU ROOM RESTAURANT

Enjoy our exquisite food (but reasonable)

STAY OVERNIGHT (OR FOREVER) IF SPACE IS AVAILABLE

from \$16 daily to \$120 monthly

Phone CH 3-2541

In the Calgary Area, another Producer "Blows In"





ACTIVE 20-30 CLUB

6:30 p.m. — Tuesdays
Carolina Restaurant
H. T. Maginley, President, AV 9-3885

AD and SALES CLUB

12:15 p.m. — Alternate Thursdays
Palliser Hotel
R. Weppler, Chairman AM 3-0540

B'NAI B'RITH

8:30 p.m. — First and third Tuesdays
House of Israel
Hi Sheinen, President AM 2-5683

COSMOPOLITANS

6:15 p.m. — Mondays
Carolina Restaurant
6:15 p.m. — Tuesdays
Hepburn Motor Hotel
Bob Bordon, President AT 3-2123

GYRO CLUB

12:15 p.m. Wednesdays
Palliser Hotel
Larry Himmelman, President AM 6-5940

JAYCEES

5:30 p.m. — Alternate Mondays
Hotel Stampeder
Don Thomas, President CH 9-9101

KINSMEN

6:30 p.m. — Alternate Thursdays
Al San Club
Bruce McVean, President CH 4-3874

KIWANIS (Downtown)

12:15 p.m. — Mondays
Palliser Hotel
Arthur West, President AM 6-6406

KIWANIS (6 others)

For information call
Mrs. Helen Rogerson AM 2-2900

TOASTMISTRESS CORONET CLUB

8:00 p.m. — Alternate Wednesdays
Allied Arts Centre
Pearl Diggory, President AM 3-6590

Y'S MEN'S CLUB

6:15 p.m. — Tuesdays, YMCA
Ernie Brunner AM 9-1981

QUOTA CLUB

Evenings — First and third Tuesday
Allied Arts Centre
Mrs. Harvey Shaw, President
AM 2-4547

KNIGHTS OF THE ROUND TABLE

12:15 p.m. — Tuesday — York Hotel
Charles Lee, President AM 9-5551

LIONS (Downtown)

12:15 p.m. — Wednesday
Palliser Hotel
Dr. B. J. Tharp, President
For information call D. Anderson
AM 2-4274

LIONS (6 others)

For information call D. Anderson
AM 2-4274

NATIONAL SALES EXECUTIVES

6:00 p.m. — Second Monday
Palliser Hotel
Doug Johnson, President
AM 9-1677

ROTARY (DOWNTOWN)

12:15 p.m. — Tuesdays
Palliser Hotel
Fred A. McKinnon, President
AM 6-7071

ROTARY (MANCHESTER)

12:15 p.m. — Thursday
Fort Calgary
Harvey Greenway, President
AM 6-7111

ROTARY (NORTH CALGARY)

12:15 p.m. — Monday
The Highlander
Tony Usselman, President
CR 7-0146

SOROPTIMISTS

For information call AM 6-2316

OPTIMISTS (DOWNTOWN)

12:15 p.m. — Thursdays
Al San Club
Doug Lawson, President AT 3-1615

OPTIMISTS (3 others)

For information call AM 3-7880

TOASTMASTERS SHAGANAPPI — 60 CLUB

6:00 p.m. — Tuesday
Professional Club
Bob Jones, President AM 6-7151
For information call Area Governor
Bill Halstead at AM 9-6701
CH 9-3343

TOASTMASTERS (5 others)

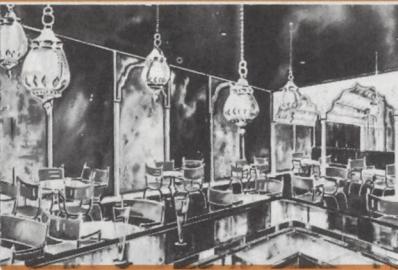
For information call Area Governor
Murray Glennie AM 6-7381



COME TO

The Trade Winds

CALGARY'S NEWEST, MOST MAGNIFICENT MOTOR HOTEL



▲ The Sinbad Lounge - Calgary's most delightful rendezvous.



The Captain's Table - featuring gourmet foods served in a rich, romantic atmosphere. ▼



▲ The Trade Winds offers luxurious accommodation and facilities for all travellers to Calgary. There is an outdoor swimming pool adjacent to the hotel for the pleasure and convenience of the guests. The hotel also offers food and phone service at the pool-side.

The Trade Winds

66TH AVENUE & MACLEOD TRAIL PHONE: 252-2211 TELEX: 038-2512

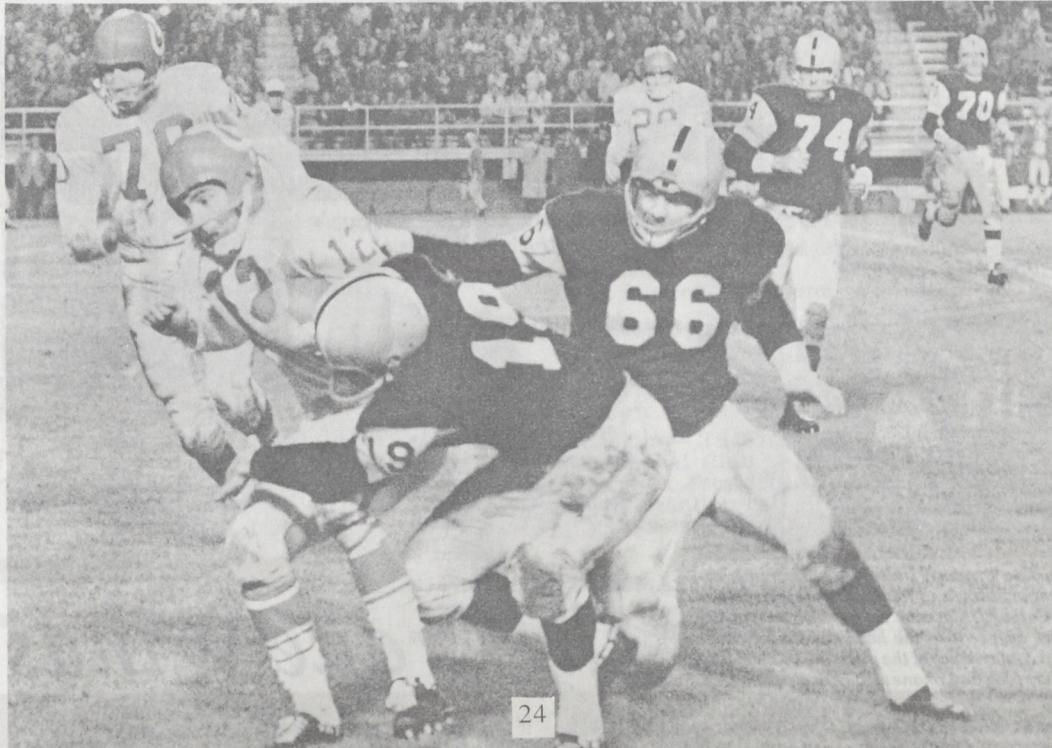


Clubs and Associations

Martinique Bridge Studio Club
817 - 7 Ave. S.W. AM 9-2061
S.P.E.B.S.Q.S.A.
421 - 12 Street N.W. Am 3-0781
Evenings CH 3-4500
Elks B.P.O.E. Club
114 - 7 Avenue S.W. AM 6-5510
Canadian Legion, BESL No. 1
116 - 7 Avenue S.E. AM 6-5388
Calgary Philatelic Society
Sam Nickle AM 9-1341
Calgary Coin Association
James C. L'Herault AM 3-3464
Calgary Bird Club
E. D. Beacham CH 9-5811
Calgary Fish & Game Ass'n.
Stan Henders CR 7-4929
Better Business Bureau
611B - 7 Avenue S.W. AM 9-3905
Calgary Philharmonic Society
3rd Floor, Hudson's Bay Co.
AM 2-6984

Canadian Red Cross Society
1504 - 1 Street S.E. 266-1066
Junior League of Calgary
Mrs. R. M. Jefferies AL 5-0003
S.P.C.A.
115 - 35 Ave. N.E. CR 7-4097
Y.M.C.A.
332 - 6 Avenue S.W. AM 9-6701
Y.W.C.A.
223 - 12 Ave. S.W. AM 3-1550
Calgary Zoological Society
St. George's Island BR 3-2031
Alberta Hereford Association
Reuben Hamm — Sect'y.
2415 - 34 Ave. N.W. 289-6882
Calgary Sports Car Club
Lionel Cook AM 9-6711
Alberta Pioneer Auto Club
Ed Pargee CH 4-3532
Alberta Arms & Cartridge
Collectors Assn.
President — Larry Jones AL 5-4396
A. M. Millar AM 6-3582

Pro Football at its best is a popular fall sporting attraction in Calgary's new McMahon Stadium





CALGARY'S FINEST CHINESE CUISINE

302 CENTRE STREET
CALGARY, ALBERTA

For reservations or Take-out Service
Phone AM 2-9219.

RELAXING ATMOSPHERE

THE Jade
PALACE

Specializing in Exotic Genuine
Cantonese Dishes — and North
American Style Chinese Food.

• FULLY LICENSED



America's Greatest Musical

Presented at

JUBILEE AUDITORIUM CALGARY

JULY 11 - 14

4 Evenings — 2 Matinees

For information and details write
CELEBRITY BOX OFFICE
 3rd Floor Hudson's Bay Store
 Phone AM 2-6416

CELEBRITY CONCERTS & WORLD ADVENTURE
 TOURS '62-'63 SERIES INFORMATION ALSO AVAILABLE.



**Entertainment
in Calgary**

The happy people of Calgary are proud of their entertainment facilities. Throughout this book, you will find many items listed for your pleasure. Where not all have been listed elsewhere, we suggest the following will perhaps be what you are looking for.

CALGARY ALLIED ARTS CENTRE
 — 830 - 9 Ave. S.W. Regular exhibits of paintings, sculpture, Indian and Eskimo artifacts, and many other similar displays. Permanent displays always there for your pleasure.

RADIO — Three stations to give you a complete choice of listening and informative pleasure:

C F A C 960 KC
 C F C N 1060 KC
 C K X L 1140 KC

TELEVISION — Two stations, clear and sharp, provide you with interesting local as well as national and international favorites.

C F C N — TV Channel 4
 C H C T — TV Channel 2

HAPPY VALLEY — Daytime and evening fun for the whole family. See Points of Interest for details.

THEATRES — first run and popular re-run favorites at the many local theatres. Consult the newspapers for dates, showing and other details.

NEWSPAPERS — Two daily and one weekly newspapers, to keep you right up on world events. Available anywhere in town.

Calgary Albertan — Morning Daily
 Calgary Herald — Afternoon Daily
 North Hill News — Weekly

COCKTAIL BARS

Airways Bar YC — Airport Terminal, McCall Field

Barney's Lounge — Stampeder Hotel, 3828 Macleod Trail

Black Knight Lounge — Wales Hotel, 709 - 2 St. W.

Calypso Lounge — Beacon Hotel, 16 Ave. & Centre St. N.

Crystal Room — York Hotel, 7 Ave. & Centre St. S.W.

Gay 90's Lounge — Crossroads Motor Hotel 16 Ave. & 20 St. N.E.

Oasis Lounge — Caravan Motor Hotel, 414 - 4 Ave. S.W.

Penthouse — Palliser Hotel, 9 Ave. & 1 St. S.W.

Pump Room Lounge — Petroleum Bldg., 309 - 9 Ave. S.W.

Royal Scot Lounge — Highlander Hotel, 16 Ave. & 16 St. N.W.

St. Louis Lounge — St. Louis Hotel, 8 Ave. & 4 St. S.E.

Toby Jug Lounge — Royal Hotel, 708 - 2 St. S.W.

Sinbad Lounge — Trade Winds Motor Hotel Macleod Trail at 82 Ave. S.W.

The Paddock — Elbow Lodge 1851 Park Road

Lamplighter Lounge
Carolina Restaurant
Chinook Shopping Centre

Guvnor's Lounge—Guvnor's Grill Royalite Bldg.

Above all, don't sit in your room and wonder what to do. Calgary Tourist and Convention Association is always pleased to help. Call AM 9-1677 for helpful suggestions to make your Calgary visit a real pleasure.



"Top Of The Town"

and

PATIO
DINING LOUNGE

ENTERTAINMENT
NIGHTLY

MUNICIPAL AIRPORT
McCall Field

For Reservations
Phone CR 7-4436

OPEN
11:00 A.M. - 12:30 A.M.



Mile-high Golf at Banff



The Calgary area, with gently rolling foothills, lush foliage and plenty of good grass, is ideally suited for good golf course layouts. There are ten courses in Calgary, four of which are private clubs, six open to the public. When you want to work out the kinks of driving the car, you'll find a game of golf ideal. Listed below are the courses open to green fees players.

Bowness Golf Club — Bowness

Highland Golf Club
4304 - 4th St. N.W.

Inglewood Golf & Country Club
East Calgary

Mayview Golf & Country Club
Bragg Creek Road

Regal Golf Club
6 St. & 24 Ave. N.E.

Shaganappi Golf Course
12 Ave. & 26 St. S.W.

PITCH AND PUTT

For those who haven't time for a full game, yet want their hand in, a pitch and putt course is the answer. Velvet smooth grass greens,

and a terrain just difficult enough to be interesting. Clubs included in the very nominal green fees.

Par 3 Golf — At Amylorne Motel, No. 2 Highway South.

Happy Valley — 5 miles west on No. 1 Highway.

DRIVING RANGES

Always popular, driving ranges make it easy for you to keep in practise as well as giving you a chance to iron out those annoying hooks or slices. Three excellent driving ranges are within easy driving distance:

Airport Driving Range — At the municipal airport.

Amylorne Driving Range — at Amylorne Motel, No. 2 Highway South.

Happy Valley — 5 miles west on No. 1 Highway.

MINIATURE GOLF

Even the kids enjoy miniature golf, while Mom and Dad can sharpen up their putting. Two miniature courses in Calgary:

Bowness Miniature Golf — Bowness Park, Bowness.

Happy Valley — 5 miles west on No. 1 Highway.

AMYLORNE MOTEL

**par 3 golf course
and driving range**

No. 2 Highway, South

Separate Units Consisting of:

Living Room

Bedroom

Kitchenette (complete)

Bathroom

Wall-to-Wall Carpeting

Maple Furniture

Posturepedic Mattresses

Complimentary T.V.

R.R. 3, CALGARY
ALBERTA, CANADA

Owned and Operated by
Amy and Lorne Carr

Telephone
AL 5-1498

An excellent par 3 golf course is operated in conjunction with the Motel. Grass greens and fairways are kept in beautiful condition—complimentary to guests.

Fine Golf courses make golfing a real pleasure in Calgary





Personal Services

So often, the little extras count so much in making a visit the enjoyable stay it should be. For that reason, you will find the many personal services you may want always available in Calgary.

We've listed a variety of services for your personal needs. You will find them convenient, with prompt service to take care of your requirements the way you like it.

ADVERTISING

Nattall & Maloney Advertising
108 - 12 Ave. S.W. AM 9-3054

DRY CLEANING & LAUNDRY

Palmer's Ltd.
2711 - 14 St. S.W. CH 4-1111
Rosedale Cleaners
439 - 16 Ave. N.W. CR 7-0777
Templeton's Ltd.
615 - 17 Ave. S.W. AM 2-2419

PRINTING

Albertan Printers
10 Ave. & 8 St. S.W. AM 9-3544
Humphries Printing Ltd.
2212 - 4 St. S.W. AM 2-3054
Lithokraft Press Ltd.
4303 Airport Road CR 7-0751

TRAVEL AGENCIES

Burritt Travel Service
625 - 3 St. S.W. AM 9-3791
Thos. Cook & Son
702 - 2 St. S.W. AM 3-6570
P. Lawson Travel
119 - 7 Ave. S.W. AM 3-4810
Western Travel Agencies
133 - 6 Ave. S.W. AM 6-6191

FLORISTS

Campbell Floral
321 - 7 Ave. S.W. AM 3-8420
Terrill's Flowers
809 - 1 St. S.W. AM 2-3812

SIGN COMPANIES

Hook Signs
4 Ave. & 3 St. S.E. AM 3-2170
Patey Signs
534 - 9 Ave. S.E. AM 2-7971

DISTILLERS

Alberta Distillers
14 St. & 34 Ave. S.E. BR 3-1545

Gooderham & Worts
1954 - 13 St. S.W.

CH 4-1859

DAIRIES

Model Dairies
308 - 17 Ave. S.W. AM 3-7444
Palm Dairies
1104 - 8 St. S.W. AM 9-4991
Alpha Milk
704 - 11 Ave. S.W. AM 2-5426
Union Milk
5 Ave. & 1 St. S.E. AM 2-4686

TOBACCO WHOLESALERS

Imperial Tobacco Co.
220 - 11 Ave. S.E. AM 3-2150
Rothman's
4504 - 1 St. S.E. CH 3-3461
Wallace & Carey
211 - 7 Ave. S.E. AM 2-5521

SOFT DRINK DISTRIBUTORS

Calgary Brewing & Malting
9 Ave. & 15 St. S.E. BR 3-5681
Polar Aerated Water Works
129 - 3 Ave. S.E. AM 2-9161

POULTRY WHOLESALES

Pinecrest Poultry Sales
2126 Hurst Road BR 3-1571

GROCERY WHOLESALES

MacDonald's Consolidated
535 - 10 Ave. S.W. AM 9-2507

MEAT WHOLESALES

Burns & Co.
21 Ave. & Portland St. BR 3-0110

BAKERIES

General Bakeries
205 - 58 Ave. S.E. AL 5-7761



Colorful Native Costumes add excitement to your Calgary visit



- DELICIOUS CHINESE FOOD
- TENDER JUICY STEAKS
- TAKE OUT ORDERS
- FREE DELIVERY

On No. 2 Highway entering the City

HARRY'S CAFE

5001 MACLEOD TRAIL
CALGARY



Scenes like this of Mt. Eisenhower await your camera everywhere around and in Calgary

Photography in Calgary

Calgary offers a wide variety of interesting subjects for the camera enthusiast. For movie fans, titling boards can be found at any of the four Calgary Tourist & Convention Association information centres as you begin your footage.

The unique geographical location of Calgary provides unlimited opportunities for picture taking. Many viewpoints (see Points of Interest) for panoramic shots can be found on both north and south hills. Colorful parks make excellent background for family scenes.

The massive dinosaurs at the natural history park are favorites of every one, as are the many live exhibits at the Zoo. The 5934 locomotive also provides unusual shots of your party.

Bowness Park, with the lazy lagoons and many other attractions, is another popular camera subject. Brewery Gardens and Trout hatchery is an old favorite with visitors.

Massive oil refineries and other industrial plants make excellent color shots at night. The Calgary Stampede, of course, is tailor-made for either superb action shots, or colorful stills.

There are many other places to go and things to do that are interesting enough to use your camera. Carry plenty of film and be ready any time — you'll have ample opportunity.

For films, accessories, helpful suggestions, or anything in the field of photography, we heartily recommend —

Isis Camera Shop Ltd. — 1112 First St. W., Phone AM. 2-2651.

Mathieson Photo Service — 611 Centre St. S., Phone AM. 3-2561.

Photocrafts — 710 - 3 St. W., phone AM. 2-1011

SPECIAL NOTE TO USERS OF KODACHROME COLOR FILM

Kodachrome Color Film, when purchased in United States, does not include free processing in the purchase price. In Canada free processing is included when the film is purchased. The film will be processed no charge at any processing plant in Canada, and will be honored at any Kodak processing plant in the United States.

PICTURE IT NOW

for finest film finishing

SELECT



DEALERS

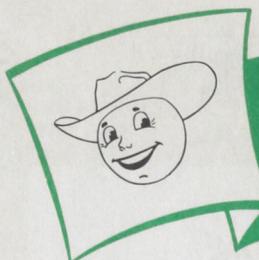
in the cities or country

COLOR·MOVIE
black-&-white

**-A SNAP DECISION
YOU'LL NEVER REGRET-**

®

SEE IT OFTEN



Sports in Calgary

Calgary is strongly sports-minded. There is such a wide variety to be found in the city, it is the rare case where visitors cannot find their favorite. Listed on the following pages are the many sports, spectator and participation alike, here for your pleasure. Where possible, details are shown to make it easy for you to find and enjoy the ones you prefer. Where contacts or locations are not shown, please call AM 9-1677 or drop in at the Hospitality Centre, Mewata Park, for complete details.

ARCHERY: Phone AL 5-5042 for full details.

BADMINTON: Played all year round in schools, colleges, YMCA and YWCA.

BASEBALL: Semi-pro league plays at Buffalo Stadium in season. Babe Ruth, Pony and Little League play on regular schedule. Call AM 9-1677 for game schedules.

BILLIARDS: Several fine billiard halls open all year. For locations, call AM 9-1677.

BOATING: Outboard and sail locations in every direction from Calgary. Canoeing available every day and evening during the summer at Bowness Park.

BOWLING, LAWN: Five superb lawns in the city. Full particulars available through AM 9-1677.

BOWLING, FIVE AND TEN PIN: Seven alleys in the city, with automatic pin setters and all other modern conveniences. Consult the yellow pages for locations.

BOXING: Bouts held regularly. Dates and details available at AM 9-1677.

CRICKET: Played every Saturday afternoon during the summer at Riley Park, 5 Ave. & 11 St. N.W.

CURLING: Many fine rinks, including the world's largest. Curling

regularly through the winter months. Open ice available, where rocks and brooms can be rented. Phone AM 9-1677 for full particulars.

DANCING: Several reputable dancing centres as well as many dine and dance locations. Consult the yellow pages or call AM 9-1677 for exact details.

FASTBALL: Several leagues, men's and women's, play regularly throughout the summer. Details at AM 9-1677.

FENCING: An active fencing club invites your participation. Call Dr. L. G. Cody at CH 4-2294 for particulars.

FIELD HOCKEY: Played regularly during the summer. Get full details by calling Brian Burke at CH 9-0188.

FISHING: So many places and varieties to choose from! Drop in at Hospitality Centre for regulations and locations cheerfully provided without charge.

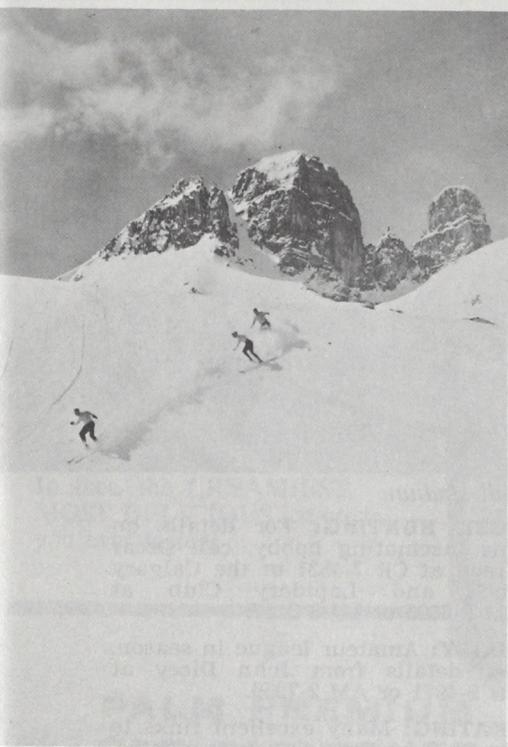
FLYING: Calgary Flying Club, McCall Field, welcomes you any time. Call manager W. W. Smith at CR 7-4048 for details.

FOOTBALL: Professional football at its best played in McMahon Stadium during Fall season. High School and junior schedules provide plenty of football action. Schedules available at Hospitality Centre or by calling AM 9-1677.

GOLF: See page 28 for all details.

HARNESS RACING: Sulky racing, with pari-mutuel betting, every evening from August 7-22, at Victoria Park.

HOCKEY: Professional and a wide range of amateur leagues operate through the winter. Call AM 9-1677 for schedules and locations.



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and McMahon Stadium."

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HORSE RACING: Pari-mutuel in operation at horse races held on the dates listed below. All races at Victoria Park.

Saturday, May 19 to Wednesday,
May 23
Saturday, May 26 to Monday,
June 11
Friday, July 6 to Saturday,
July 14
Wednesday, August 29 to Monday,
September 10.

HORSE SHOWS: Several a year, with the finest horse flesh on display. AM 9-1677 will give you dates and details.



Cooling off in a Calgary Pool



McMahon Stadium — Canada's newest football stadium



HUNTING: See page 80 for full details.

JUDO: The Judo club welcomes you any time. For particulars, call AM 9-4575.

MOUNTAIN CLIMBING: Much of the very best is so near — at Calgary. Call AV 9-7633 for details.

MOTORCYCLE RACING: Meets held regularly by Calgary Motorcycle Club. Dates and details yours by phoning Chris Marshall—BR 3-5676.

POLO: Polo has been played in Calgary since 1912. Call AM 9-1677 for dates and locations.

RIDING: Many riding academies and plenty of pleasant country to ride in. Locations, rates and all other details available at any information centre or at AM 9-1677.

ROCK HUNTING: For details on this fascinating hobby, call Oscar Green at CR 7-4831 or the Calgary Rock and Lapidary Club at AM 2-6305 or BU 8-2147.

RUGBY: Amateur league in season. Get details from John Dicey at CH 9-4971 or AM 2-7956.

SKATING: Many excellent rinks to choose from through winter months. Skates for rent. Natural and artificial ice. Call AM 9-1677 for locations.

SHOOTING, TRAP & SKEET: Calgary Gun Club offers the newest and most complete facilities on the continent. Visitors are welcome at 32 Ave. & 15 St. N.E. Call CR 7-3305.

SKIING: Fine skiing facilities are so very near during the winter months. Call AM 9-1677 for locations and conditions.

SKIN-DIVING: Calgary Sub-Aquatic Club welcomes interested divers. Call J. Merkley, AV 9-3642.

SQUARE DANCING: A popular pastime in Calgary. Jamborees and general dances held regularly all year.



ELROY HEINZ

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STADIUM ESSO SERVICE STATION

For your overnight stop — spend a day or two

(In the MOTEL VILLAGE) — 2320 - 16th Ave. N.W.

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Lubrication • Emergency Repairs • Washing

Overnight Service

LOCATED ON TRANS-CANADA HIGHWAY

Your Gateway to Banff and Lake Louise



EXTRA CREAMY and DELICIOUS, because EXTRA CREAM has been added! In fact, the CREAMIEST, MOST DELICIOUS ice cream you ever tasted!



PALM PREMIUM OLD FASHIONED ICE CREAM

* most popular of treats! * most luxurious of desserts!



Sports

SWIMMING POOLS: Open 9 a.m. to 10 p.m. Monday through Saturday. Sunday, 9 a.m. to 6 p.m. for July and August.

Acadia — 88 Ave. & Fairmont
Drive, S.E.

Bow View — 5 Ave. & 19 Street
N.W.

Bridgeland — Just south of General Hospital

Forest Lawn — 16 Ave. & 40 St.
S.E., Forest Lawn
Happy Valley — 5 miles west on

Happy Valley — 5 miles west on
No. 1 Highway
Millican — 66 Ave. & 20a Street

S.E., Ogden
Mt. Pleasant — 22 Ave. & 6 St.

N.W.
South Calgary — 31 Ave. & 15 St.
S.W.

S.W.
Stanley Park — Sifton Blvd. & 4
St. S.W.

TENNIS: Several quality courts operate during summer months. When interested in playing, visit the Calgary Tennis Club, 15 Ave. & 16 St. S.W. or telephone CH 4-5302 or AM 9-1677.

WATER SKIING: See boating above. The same locations suitable for water skiing.

WRESTLING: Grunt and groan fans will be happy to know wrestling is held regularly in the city. Dates vary, so call AM 9-1677 for the time and place of scheduled bouts during your visit.

Your favorite sport may possibly have been overlooked. The Calgary Tourist and Convention Association is at your disposal at any of their information centres on major entrances to the city, or in the downtown location at Hospitality Centre, Mewata Park. Call AM 9-1677 and if we don't have it, we'll soon find it for you. Above all, when you are in friendly Calgary, enjoy yourself!



Many guest ranches, with all the thrills of the real west, can be found in the Calgary area.

Guest Ranches and Riding Academies

There's real western entertainment awaiting you at the many guest ranches and riding stables in the Calgary area. You can take exciting trail rides, real waker-upper breakfast rides, leisurely canters through tremendous country, or relax and watch real cowhands at work.

As suggestions, listed below are some of the low-cost, high-fun ranches and riding spots in the area.

RIDING — Happy Valley. Riding, trail rides, breakfast rides, all at nominal cost. Phone 242-9163. Five miles west of the city on No. 1 Highway.

GUEST RANCH — Rafter Six. Full guest privileges in modern accommodation. All the pleasure of a real ranch, with the Guinn's as your friendly hosts. Forty miles west of Calgary on the No. 1 Highway. Watch for the sign over the gate. For details, write Rafter Six Ranch, Seebe, Alberta.

CHILDREN'S RANCHES — For small fry 6-16. Complete supervision, with complete ranch facilities. A

perfect place for the children to enjoy a week or month at nominal cost.

BLUE HAVEN, 12 miles south of Calgary on No. 2 Highway. Phone 1617 Okotoks or write Helen & Dick England, De Winton, Alberta.

2D HOLIDAY RANCH, in lovely Water Valley, 55 miles northwest of Calgary. Phone CH 3-4929 Calgary, or write the H. K. Roessinghs at 540 - 49 Ave. S.W., Calgary.

Brochures, locations, rates, other details always available from The White Hatters, Hospitality Centre, Mewata Park, Calgary. Telephone AM 9-1677.

Big Mountains - Big Lakes - Big Trees - Big Ranches . . .

COMBINING TWO "TOP" GUEST RANCHES

"Jo" & Buckhorn Guest Ranches Ltd.

OFFERING YOU TOP WESTERN HOSPITALITY AND FUN!

ADJACENT to Waterton Lakes National Park, 5,000 ft. above sea level, in the heart of Southern Alberta's Rocky Mountains. FEATURING: COMFORT, bordering on LUXURY, amid the scenic beauty of the Canadian Rockies . . . off the beaten path but easily accessible . . . good Western food, and lots of it . . . RIDING, over 30,000 acres of a Working Ranch, or just hiking over mountain trails . . . for the FISHERMAN, Rainbow and Speckled Trout . . . Big Game Hunting in season . . . lake swimming or HEATED POOL . . . archery, square dancing, hay rides and bar-b-q's, or just plain loafing at . . .

"JO" & BUCKHORN GUEST RANCHES LTD.
Pincher Creek, Alberta, Canada

RESERVATIONS

BROCHURES

JUST PHONE . . . WIRE . . . OR WRITE

ALL INCLUSIVE RATES

Bring your levis, hat and boots! We'll be LOOKING for YOU!

2D HOLIDAY RANCH

FOR CHILDREN 7 TO 14 YEARS
WHILE VISITING IN THE WEST
LIVE AS A WESTERNER

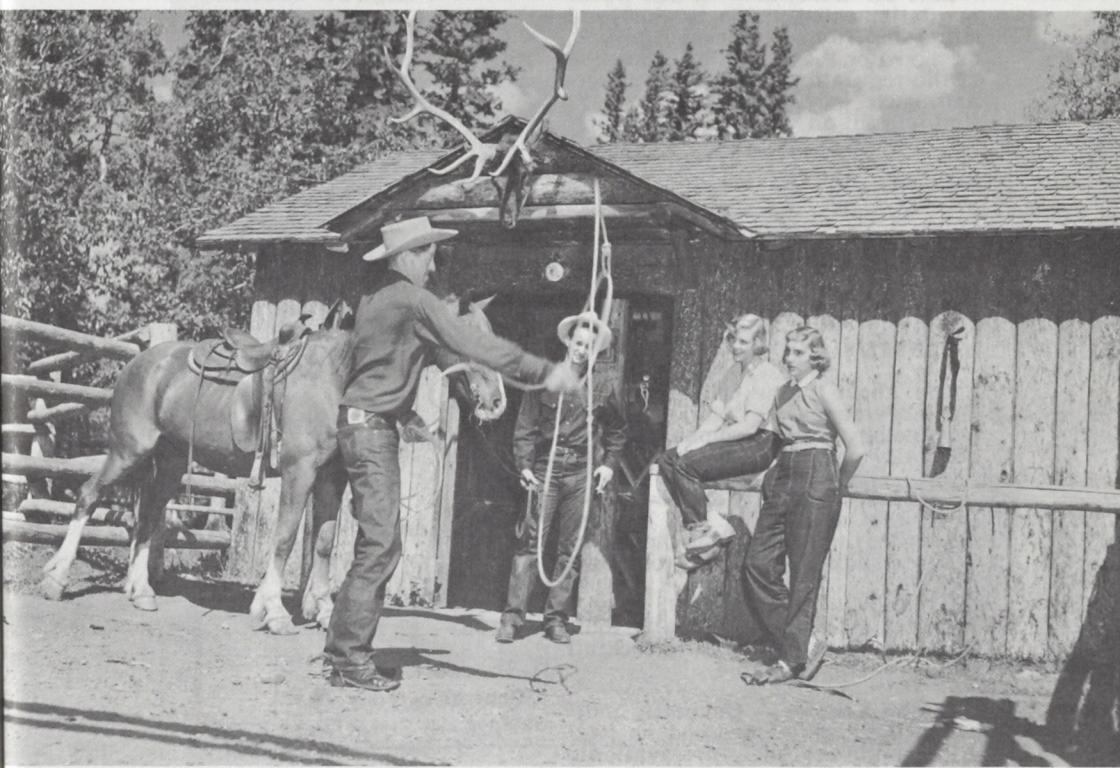
The 2D HOLIDAY RANCH is situated just west of Water Valley, 55 miles northwest of Calgary in Alberta's beautiful Foot-hills. Experienced supervisors and instructors.

Horses, Ponies
Swimming, Campfires
Trailrides, Hikes

Guides and outfitters for hunters in the fall.

Write or phone:

Mr. and Mrs. H. K. Roessingh, 540 - 49 Ave. S.W., Calgary, Phone: CH 3-4929



Fun at one of the many dude ranches in Calgary area

BOOKING NOW! . . .

Blue Haven Children's Dude Ranch DEWINTON, ALBERTA

(12 miles south of Calgary, Home of The World-Famous Calgary Stampede)

A REAL WESTERN HOLIDAY FOR BOYS AND GIRLS -From 7 to 15

Season: from July 1 to September 1, 1962

24-hour supervision, riding instruction, swimming, trail rides, games, campfire singsongs, rodeo, indoor arena.

Your hosts: HELEN and DICK ENGLAND

For brochure, write: 432 - 17th Ave. S.E., Calgary — Or Phone: Okotoks 1617



Liquor Regulations

Like all areas, Alberta has liquor regulations distinctive to the local situation. To make it easier for you, as a visitor, here is a brief outline of the regulations, sign terminology and such particulars as you will find helpful on your trip to Calgary.

BOTTLE SALES (Liquor, wines, beer)

Available through government-controlled outlets only. Locations and hours listed below.

LICENSED

The above name indicates alcoholic beverages are available. The terminology varies somewhat, but generally can be taken as follows:

Licensed Premises or Tavern — Beer only, as a rule. Can be consumed on premises or purchased by bottle or case for use in your own room.

Licensed Lounge — Usually indicates premises where full cocktail facilities are available.

Dining Lounge — Generally indicates premises where food as well as alcoholic beverages are available for consumption on the premises.

BEER SALES

Bottled beer can be purchased at all liquor stores, as well as most brewery sales outlets, and, as mentioned above, at all premises showing the sign, LICENSED.

Sorry if it is confusing, friends, but that's it. If you have any difficulty finding what you want (in normal hours, of course) call AM 9-1677 and we'll be happy to explain the situation.

LIQUOR STORES

(Bottle Sales Only)

All Calgary stores open 10:30 a.m. to 11:30 p.m., Monday to Saturday inclusive.

South

6433 Macleod Trail

West

3919 Richmond Road

East

914 - 11 Street S.E.

North

1716 Centre Street North

South West

1140 - 17 Avenue S.W.

Central

826 - 5 Street West

North West

1838 - 14 Avenue N.W.

Forest Lawn

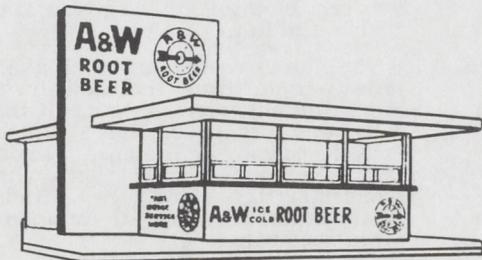
3301 - 18 Avenue S.E.
1:30 p.m. to 9:30 p.m.

Bowness

52 Bowness Shopping Centre
1:30 p.m. to 9:30 p.m.



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photographers
Heaven
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of the
year



A&W

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Specializing in
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* PAPA BURGERS

* MAMA BURGERS

* BABY BURGERS

Visit One of the Locations in Your Area:

- 7118 - MACLEOD TRAIL
- 2120 - KENSINGTON ROAD
- 2510 - CENTRE STREET NORTH



The Greatest Outdoor Show on Earth

It was 1912 when a young cowboy by the name of Guy Weadick proposed an annual Stampede in Calgary. This event, combined with the annual fair, became the Calgary Exhibition and Stampede, today the greatest outdoor show on earth.

Stampede week in Calgary is literally a way of life for thousands

of visitors annually. With the citizens of Calgary all out in colorful western wear, and particularly the famous white hat, it only takes a short while for the most reserved types to break down, purchase some western clothing themselves, and join in the fun.

The riotous week starts with a six mile parade thru the downtown area. Authentically western, all the color and drama of the Mounted Police, cowboys, Indians, bands, floats, cowgirls, blend in with pioneer carriages and other parade participants to make an unforgettable spectacle.

Actual Stampede events are held every afternoon thru the week, from 1:30 to 5. In addition to the rugged and spectacular events such as bucking bronks, brahma bull riding and steer decorating, you will see regular horse races (with full pari-mutuel betting) and novel riding acts.





Everyone stands up for the Thrill-a-Second Chuckwagon Races.

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Gold and Silver Charms

▼
Old Gold Jewellery

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Estate Diamonds

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Quality Costume Jewellery

JENNING'S
Jewellers Ltd.

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(Between Palliser Hotel and the Bay)

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•AMBER DINING ROOM

Featuring the house specialty

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- Free Parking

AAA — FAMILY PLAN — TELEVISION

7th Ave. Centre St.
AM. 2-5585

E. R. Wilson
Manager





Calgary's magnificent arena — The Stampede Corral

Every evening at 7 p.m., and again on Saturday morning at 9 o'clock, the world famous chuck wagons race over the special course. Originated at the Calgary Stampede, and already a legend, the chuckwagon races present one of the most thrilling events to be found anywhere.

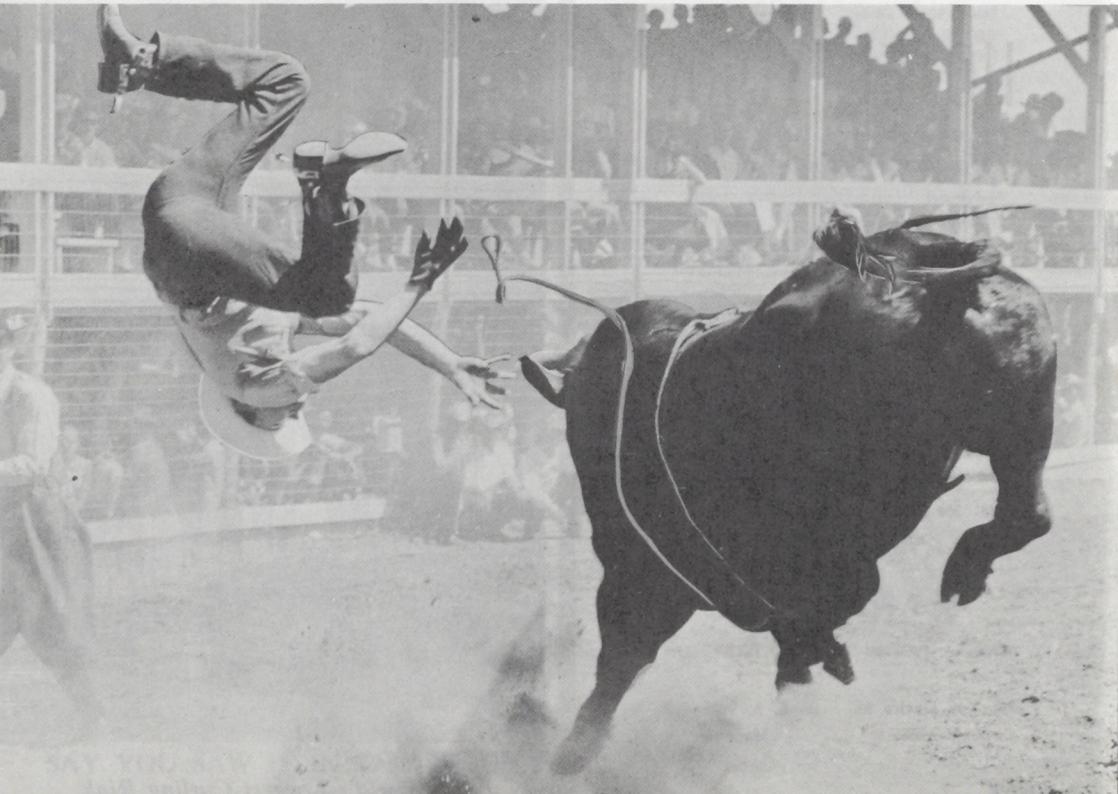
Grandstand attractions and fireworks round out the evening performance. The mammoth midway and exhibit sections are open until

later for the pleasure of the crowds.

There's so much excitement, so many unique and fascinating exhibits and events, it's no wonder people from thousands of miles away return year after year. In fact, yearly attendance is crowding three-quarters of a million.

You haven't seen all the wonders of the world until you have seen the Calgary Exhibition and Stampede — The Greatest Outdoor Show on Earth.

Brahma bull riding — the roughest rodeo event of them all



KENWAY'S WESTERN STORE

Headquarters for

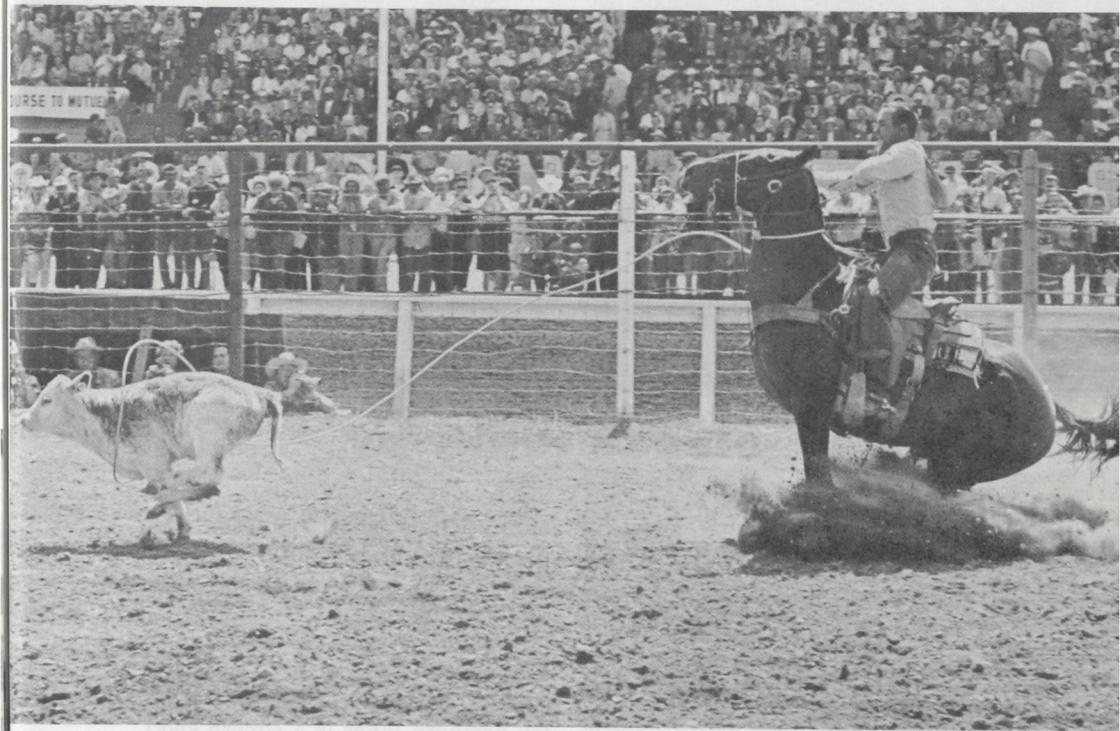
AUTHENTIC WESTERN MERCHANDISE

western wear - riding equipment - indian
crafts - western souvenirs and novelty
items.



1418 Stampede Way (2nd. Street S.E.)

Just one block north of Stampede Grounds



Perfect co-ordination of rider and horse in the calf roping event



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DECORATIVE ACCESSORIES AND EXCLUSIVE GIFTS

736 - 17th AVENUE S.W.

AM 9-3560

Hours 9:30 to 6:00 p.m.

Imported Direct from Europe and the
Middle East

BROWSERS WELCOME



Alaska Highway

Calgary is a natural stopover on the road to Alaska. Superb paved highways from every direction converge on Calgary, lead north to the fabulous Alaska Highway. Only 555 miles to Dawson Creek and Mile Zero.

If you have a taste for adventure and like driving through wilderness country almost untouched by the hand of man, then a wonderful journey awaits you along the Alaska Highway.

It's a long trip — 1,523 miles from Mile "O" at Dawson Creek, British Columbia to Fairbanks, Alaska — but the highway ranks high on the list of world renowned vacation routes. Some 1,221 miles of the road lies in Canada.

From Dawson Creek, B.C. where the road proper starts, you'll penetrate a land of mystery and enchantment. You'll drive through a densely forested Rocky Mountain region, past silent, tree-lined lakes, along spruce and birch-clad river valleys where the only sign of

habitation is small outposts, mining projects and highway construction camps.

It's an exciting, rugged land, rich in scenic beauty, and remote from civilization; and its a sportman's paradise.

For anglers, fishing in the swift running streams, and in the clear, icy northern lakes is a superb sport. You may stop along the way and try your luck with fighting Arctic grayling, northern pike, pickerel, lake trout and giant rainbow trout; and in season the hunter will find moose, deer, bear and other big game in abundance.

Key to a successful and carefree highway vacation in the Yukon is careful planning. Schedule your trip along the Highway for the period from June to October. At other times of the year you may experience extreme winter cold and during spring thaws driving is sometimes uncomfortable and difficult for a pleasure trip. The road, however, is open all year long.

Toby Jug

LOUNGE

Starlight Room
(Licensed)

Royal Dining Room

and

Coffee Shop

"House Specialties"

RED BRAND STEAKS

JUMBO SHRIMPS

FRIED CHICKEN

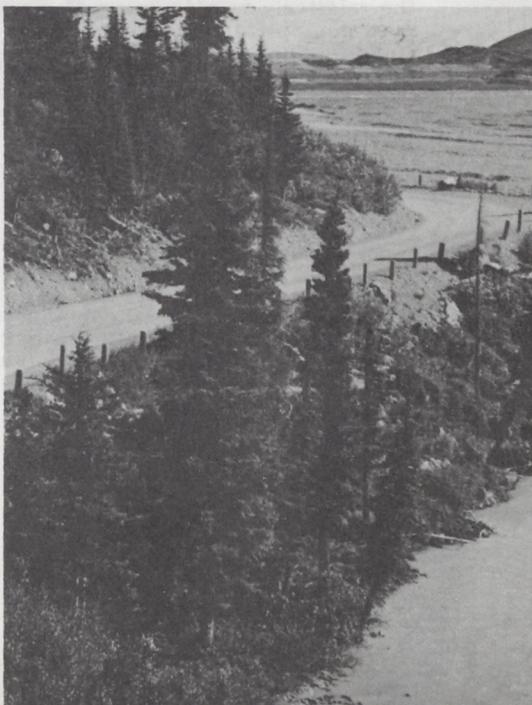
In Hotel Royal — on 2nd St. West — Between 7th and 8th Avenues
Calgary, Alberta

The Alaska Highway is not a paved road, but a gravelled all-weather highway on which dust conditions are bound to be encountered in dry weather. The road alignment, grades and sight distances are good and it is possible to average an ordinary day's driving on the Highway. You can also plan on having up to 20 hours of daylight in this country during the summer period.

Mosquitos may be encountered in some areas but if you carry a supply of some of the modern repellents they won't mar your trip in any way. It's best to remember, too, that nights in the northern mountain regions can be quite cool, even in mid-summer, so if you're planning on camping along the Highway, come prepared with a set of blankets and some warm clothing.

Hotels, stores, meals, gas, oil and repairs are available at convenient stops along the entire route, and if you like to camp out there's plenty of opportunity, including ten prepared camp-grounds with cooking and other facilities in the Yukon section.

It's all so easy to reach from Calgary. In fact, you can see it all from Calgary.





Typical Ranch scene near Calgary

Ranching in Calgary

By Rueben Hamm

Calgary is proud to be known as the "cowtown", because Calgary has grown up with the ranching industry. Long before the turn of the century, cattlemen found that the relatively warm winter climate, good and plentiful water, and excellent grass made a perfect combination for the production of top beef cattle. The famous southern Alberta chinook allows almost continuous year-round grazing, making this area the envy of ranchers around the world.

Today, in the centre of this great ranching country, Calgary is truly the hub of Canada's beef cattle industry. As this area became more and more popular for the production of beef, it was natural that breeders of registered cattle would find it ideal for their purposes. This phase of the industry progressed so rapidly that it soon became the centre of the Canadian registered Hereford business. Buyers from all over North America come to Calgary year after year to purchase their hereford breeding stock. Calgary is also the headquarters for the Aberdeen-Angus Association and for the Western Stock Growers Association. The famous Calgary

Bull Sale, which sells from 800 to 1000 bulls at the auction annually, is a natural outgrowth of the pure-bred beef cattle industry.

Some of our city's leading businesses were founded by men who were first cattlemen in the ranching industry. Indeed, it was these same ranchers-turned-businessmen who insisted that Calgary was, and would remain, a cowtown. It was for this reason that the western theme is so prominent in so many Calgary business places, and we like to think that the warm hospitality and friendly spirit of the people of our city comes from their ranching background.

The Calgary Stampede owes its beginning to the nucleus of ranchers who backed and promoted the first rodeo. Though it has grown to become the largest event of its kind in the world, the ranching profession still supplies many of the directors, committee chairmen and workers, who with their experience and background, make this tremendous event world-famous. No other Canadian city is prouder, or more deserving, than Calgary of the title "cowtown".



Choice Steaks
come from
**ALBERTA
HEREFORDS**

Cattlemen . . .

for
INFORMATION ON
TOP BREEDING STOCK

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GLEN POWLESLAND
President
DEL BONITA

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REUBEN HAMM
Secretary
Phone 289-6882



Meat Packing in Calgary is an important adjunct to Ranching



Auto Service

Calgary holds a unique position in today's world of rapid transportation. Only one city in the world (Los Angeles) has more automobiles per capita than Calgary.

Naturally, such a rating means there are also excellent service facilities of all kinds in the city.

Authorized sales and service representatives for every make and type of vehicle.

Factory trained mechanics and service personnel for all cars.

Wide stocks of parts for no-waiting repair service.

Guarantee work, mileage check up, and such new car requirements handled quickly and cheerfully.

Service stations who understand the word service.

Credit cards from around the world accepted at reputable stations representing all the well-known brands of gasoline and oil.

Rapid service car washing establishments, for minutes-only attention to your wash requirements.

Tire stores, with modern equipment, to handle any requirement from simple repairs to major vulcanizing jobs.

Body shops, with up to the minute equipment for fast repairs on damaged car bodies.

Specialty shops for carburetor, battery, magneto, paint or upholstery service.

Listed on pages following, by category, are Calgary firms catering to the automobile trade. We heartily recommend them for service and fair prices.

BRITISH AMERICAN OIL DEALERS

Avenue Service	
34 St. & 17 Ave. N.W.	CH 9-3766
Triple S Service	
5 Ave. & 4 St. S.W.	AM 6-5733

IMPERIAL ESSO DEALERS

Benbow's Esso Service	
67 Ave. & Macleod Trail	AL 5-6898
Cloverleaf Esso Service	
16 Ave. & 19 St. N.E.	CR 7-4762
Ed & Ted's Service	
11 Ave. & 1 St. S.W.	AM 2-7111
Hygrade Esso Service	
12 Ave. & 8 St. S.W.	AM 6-1952
Shouldice Esso Service	
5008 - 16 Ave. N.W., Montgomery	BU 8-2411
Stadium Esso Service	
16 Ave. & 22a St. N.W.	AV 9-6707
West Point Esso Service	
16 Ave. & 14 St. S.W.	CH 4-2030

PURITY 99 DEALERS

Arctic Oil	
809 - 9 Ave. S.E.	BU 3-5219
Jubilee Auto Service	
2303 - 4 St. S.W.	AM 9-1779
Stork Auto Ltd.	
66 Ave. & Elbow Drive	252-2909

SHELL OIL DEALERS

Mayfair Shell Service	
819 - 66 Ave. S.W.	AL 5-0666
Super Shell Service	
506 - 16 Ave. N.W.	AV 9-3455

TEXACO DEALERS

Frank Ashworth Service	
14 St. & 26 Ave. S.W.	CH 4-4881
Britannia Auto Service	
49 Ave. & Elbow Drive	CH 3-6958
Forest Lawn Texaco Service	
17 Ave. & 36 St. S.E., Forest Lawn	BR 2-4688
Green T Service	
9 Ave. & 12 St. S.E.	BR 3-5762
Green T Service	
201 Banff Avenue, Banff	PO 2 3511 (Banff)
Hillcrest Texaco Service	
12 Ave. & 3 St. N.W.	CR 7-1925
Kelly's Servicentre	
16 Ave. & 19 St. N.W.	AV 9-3092
Lone Star Auto Service	
2003 - 4 St. S.W.	AM 2-2910
Montgomery Texaco Service	
1703 - 46 St. N.W., Montgomery	BU 8-6373
South Trail Texaco	
98 Ave. & Macleod Trail	AL 5-4251
Sunset Texaco Service	
16 Ave. & 4 St. N.W.	AV 9-5905

WHITE ROSE DEALERS

Bert's White Rose Drive In Service	
3303 Parkdale Blvd.	AT 3-5229

SERVICE GARAGES

Globe Steering Clinic	
1502 - 11 Ave. S.W.	CH 4-3532

Just like Your Neighbourhood Service
at home.



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information at

THE HALLMARK OF
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Anglo American Exploration Ltd. (Purity 99)
330 - 9 Ave. S.W. AM 9-1341

British American Oil Co. Ltd.
(B/A Products)

British American Oil Bldg.
7 Ave. & 5 St. S.W. AM 3-1210

Canadian Oil Companies
(White Rose)

631 - 7 Ave. S.W. AM 6-4661
Royalite Oil Co. Ltd. (Royalite)
615 - 2 Street S.W. AM 6-7021

GLASS & MIRRORS

Canadian Pittsburgh Industries Ltd.
504 - 10 Ave. S.W. AM 3-0460

Bennett Glass Co. Ltd.
228 - 7 Ave. S.E. AM 2-1778

FRANCHISE AUTO DEALERS

Calgary Motor Products
Cadillac — Buick — Pontiac —
Vauxhall
4 Ave. & 2 St. S.W. AM 6-8841

Cooke Motors Ltd.
Morris — MG — Jaguar
4 Ave. & 9 St. S.W. AM 2-6024

Freeman Wilson Ltd.

Dodge — DeSoto — Simca
511 Centre St. S.W. AM 9-1901

General Supplies Ltd.

Chevrolet — Corvair — Oldsmobile
5 Ave. & 1 St. S.W. AM 2-1101

Renfrew Motors Ltd.

Plymouth — Chrysler — Fiat
330 - 5 Ave. S.W. AM 9-8241

Stampede Motors Ltd.

Pontiac — Buick — Acadian —
Vauxhall — G.M.C. Trucks
17 Ave. & 14 St. S.W. 244-8921

Universal Sales & Service

Mercury — Meteor — Comet —
Lincoln

5 Ave. & 1 St. S.W. AM 6-5611

CAR WASH

Kwik Kar Wash
718 - 17 Ave. S.W. AM 3-4019

TIRE SERVICE

Fisk Tire Service Co.
718 - 7 Ave. S.W. AM 3-4700

Harper's Tire Service
132 - 12 Ave. S.W. AM 2-7878

O. K. Rubber Welders
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O.K. RUBBER WELDERS

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Complete line of
B. F. GOODRICH TIRES

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- Repairs
- Front End Alignment
- Wheel Balancing
- 15 Minute Service

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12th Ave. & 8th St. W. — Calgary, Alberta

SKILLED MECHANIC IN ATTENDANCE

JIM DOWLING

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TIRE TROUBLE

But if you do call us for a quick,
courteous and economical solution.

All standard brands sold
and serviced.



Calgary is the second largest car per capita city in the world



Fast Dependable Service

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AUTHORIZED GENERAL
MOTORS SERVICE
FACILITIES

Calgary Motor Products Ltd.

4th Avenue at 2nd Street W.

Phone AM. 6-8841



Historic Sites

By HUGH A. DEMPSEY

Archivist, Glenbow Foundation

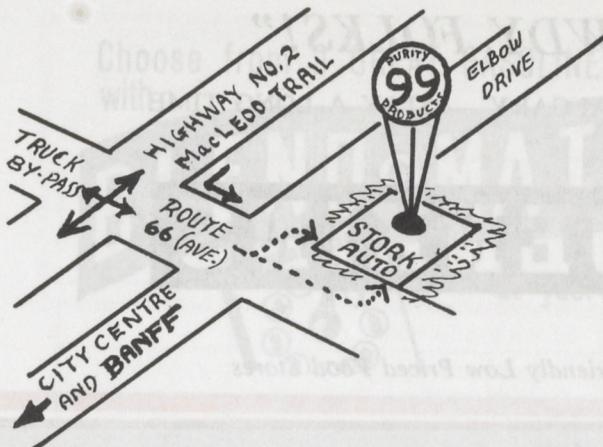
Calgary has played an important part in the colourful history of Alberta and a tribute to its past is made through various historic sites in the city. One of the most important events was the arrival of the North-West Mounted Police in 1875. They established Fort Calgary and were the founders of the original settlement. Their contribution is marked by a large stone near the original fort in east Calgary and a

cairn on the grounds of the public library. The cairn shown above can be seen at the northeast corner of 9 Ave. and 6 St. S.E.

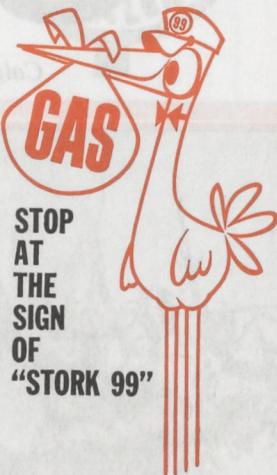
Another cairn on the same library grounds pays tribute to R. B. Bennett, former Prime Minister of Canada. Mr. Bennett was a pioneer Calgary lawyer and had been active in politics in the old Territorial Government.

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ALL CREDIT CARDS ACCEPTED

On the grounds of beautiful St. George's Island stands a building which is reputed to be the first house in Calgary. It was built of drift logs by a pioneer surveyor in 1883. This stands as a memorial to the great pioneers of the past.

Calgary is also dotted with points of historical interest such as Shaganappi point, the Eagle ridge subdivision which was near the home of Calgary's first settler, the Blackfoot trail on Nose Creek, the Edmonton trail, Fort Macleod trail, the pioneer building at the Stampede Grounds, and many others.

In the surrounding district there are such sites as the place of Rev. George McDougall's death during a buffalo hunt; the location of Morley mission, built in 1872; Our Lady of Peace mission, built in 1873; the first cheese factory built in Alberta; the first woollen mill and irrigation developments and a number of other important locations.

Some of these sites are marked by cairns while others are identified by highway road signs.



*The Men who
Tamed the
West: Royal
Northwest
Mounted
Police*

"HOWDY FOLKS!"

WELCOME TO CALGARY — STAY A LONG TIME



JENKINS

Calgary's Friendly Low Priced Food Stores



Historic Sites

In every direction from Calgary, you will find historic sites and legends of the early west. Prominent highway story-boards indicate the location, and tell the story. As you drive along, watch for these interesting sign boards. For a souvenir of the many fascinating sites and stories, ask for your copy of *Historic Sites in Alberta*. The book is available free at any Alberta Tourist Association or Calgary Tourist & Convention Association information bureau.

The story of the west, with the raw and savage fight for existence, never fails to excite and fascinate folks with an interest in history. Out of Calgary, you'll find many places where famous Indian battles took place, massacre sites, original trading post locations, and in many cases, actual structures still standing.

The coming of the R.C.M.P. brought peace and justice to the Canadian west, but did not eliminate the many stories of the hardy types who pioneered the country. At Stampede time, make it a point to visit Old Fort Calgary just inside the gates of the Stampede grounds. You'll find, in a special section set aside just for the pioneers, many who can still remember those days of hardship, days when a wagon trail led nowhere — only beyond.

Alberta, and Calgary, have a colorful history. We invite you to stay a while and see some of it for yourself.



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Steaks and Prime Ribs ...

- Dining with a view.
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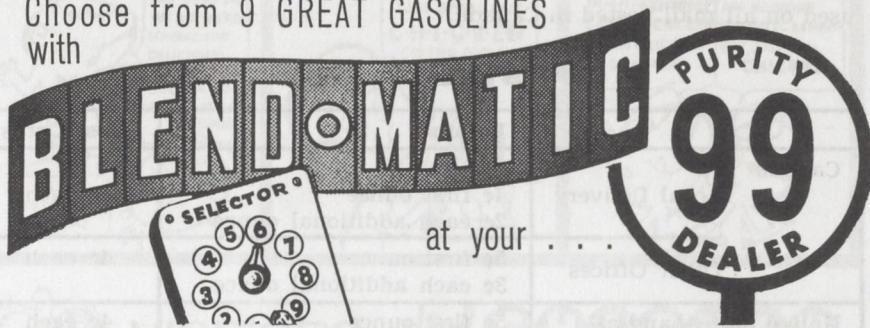
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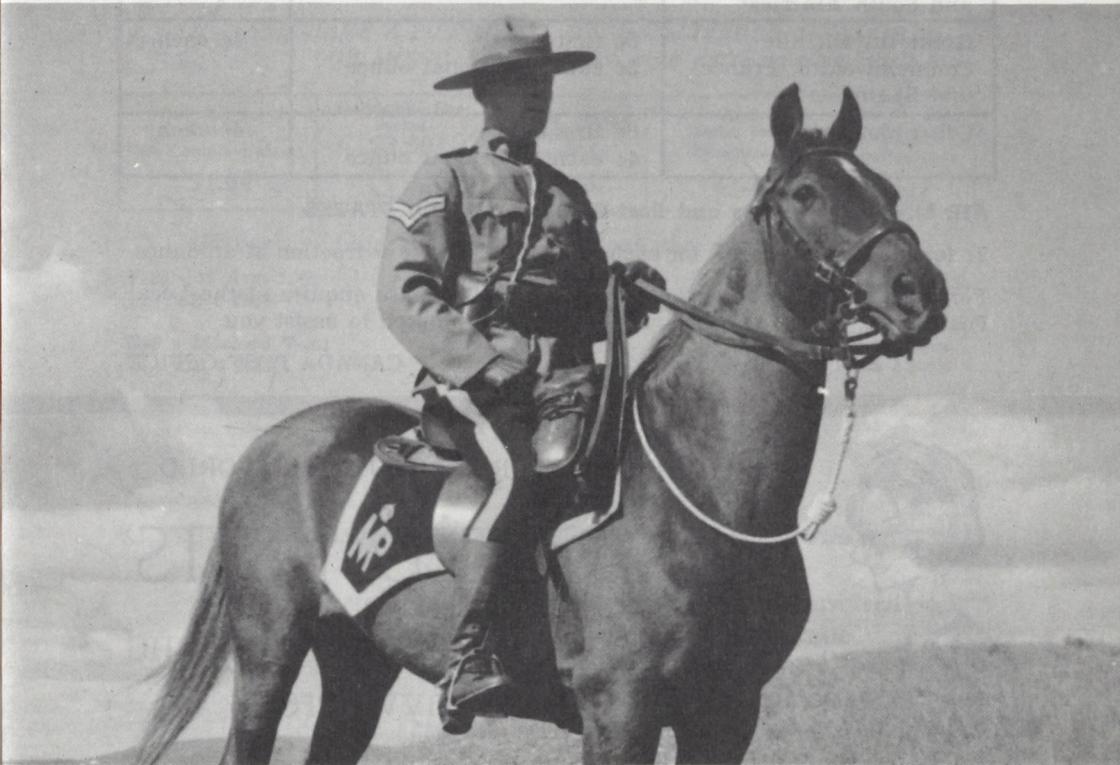
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AM 3-2851



VISITORS

dial **CHICKEN**
C H 4 2 5 3 6

AND HAVE A PIPING HOT MEAL DELIVERED TO YOUR HOTEL
OR MOTEL (Terrific to eat while you're travelling, too!)

Kentucky Fried Chicken (A Complete Meal) \$1.00	Big Family Size Bucket \$3.50 Barrel \$4.95	Hickory Smoked Barbecued Spareribs \$1.35	Deep Fried Jumbo Shrimp (A Complete Meal) \$1.25	Fish 'N' Chips \$1.00 Italian Style Pizza From 50¢
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CH 4-2536

832A - 16 Ave. N.W.
AV 9-8200

336 - 9 Ave. N.E.
AM 3-1951

3828 - Macleod Trail
CH 3-6611

3717 - 17 Ave. S.W.
CH 2-2393

Banff Avenue
Banff, Alberta

**Emergency Number — Police - Ambulance - Fire
Call AM 1-1111**

If you are a visitor to our city of Calgary and involved in an accident give us a call and we will investigate the accident and assist you in any way possible. In any event the police should be called under the following circumstances: (1) if someone has been injured and (2) if it is a serious accident. Also, if the cars cannot run under their own power, the police should be notified to direct traffic around the cars until the tow truck can get them.

In case someone is seriously injured, send for an ambulance as well as the police. Do not move a person who is badly hurt. Just keep the injured person warm with blankets or coats.

Inspector - Traffic Division

Calgary City Police.

IN CALGARY THE SOURCE OF INFORMATION AND ENJOYMENT



Tourist Information Services

CALGARY TOURIST & CONVENTION ASSOCIATION

An organization dedicated to the service of visitors. A non-profit association, financed by the City of Calgary, interested business firms and co-operative individuals, it operates all year round in your interests.

Free information centres operate at the following locations:

No. 1 Highway west — on highway to Banff

No. 2 Highway south — on highway to the U.S.

Crossroads — Just inside cloverleaf on 16 Ave. N.E.

Hospitality Centre, Mewata Park,
14 St. & 9 Ave. S.W., phone
Am 9-1677.

Cheerful informative attendants will answer your questions, provide maps and literature, help in so many ways to make your trip a pleasure.

ALBERTA TOURIST ASSOCIATION

The A.T.A., with head office at 810 Centre St., Calgary, offers free service to any visitors. Phone AM 2-3202 or AM 6-2316. Travel literature, road information, and

TOP ENTERTAINMENT FROM THE TOP OF THE TOWN

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4

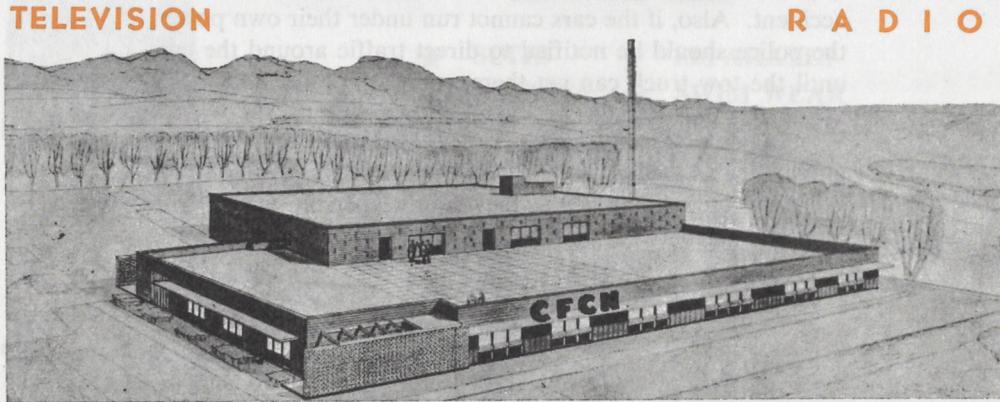
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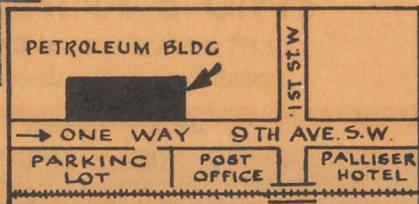
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The Pump Room

LICENSED DINING LOUNGE and PUMP ROOM LOUNGE



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CHARCOALED TO SUIT
YOUR INDIVIDUAL TASTE
PRIME RIBS OF
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maps are yours for the asking, no charge. A unique teletype service connecting 13 cities and park areas is available to anyone wishing reserved accommodation in advance of arrival at your destination. A small service fee insures the type of accommodation you want will be held for you, regardless of your arrival time. An association of cities, chambers of commerce, trade organizations, businesses and tourist-minded individuals, in co-operation with the Alberta Government Travel Bureau, the Alberta Tourist Association is ready at all times to provide any visitor with accurate information always cheerfully given. Look for the A.T.A. office in Fort Macleod, Banff, Jasper, Edmonton, Lethbridge, Waterton Lakes, Medicine Hat, Radium Hot Springs and St. Mary, Montana.

ALBERTA MOTOR ASSOCIATION

The Alberta Motor Association in Calgary maintains year-round service for members. Accurate, up-to-date information is available at all times on road and weather conditions, and all other details on motor travel. Modern teletype connections to all points in the province provide members with fast service for accommodation, best routes, and other similar assistance. A wide range of maps and information brochures on all parts of Alberta always available.

Members are cordially invited to visit the spacious A.M.A. offices on the corner of 7 Avenue and 8 Street S.W. During the day, phone AM. 9-6131. For 24-hour emergency service, call AM. 9-4391.

The Roamin' Empire

of Emperor "Sunny Albertus"

By Ken Liddell

Southern Alberta is a Roamin' Empire of hundreds of miles of fine highways and exciting trails crammed full of interesting sights, geographical, historical, economical.

It's a regular colosseum of a country.

Crowding the galleries are friendly people anxious to show guests the things of which they are so proud and to have the visitor enjoy that western hospitality which makes Southern Alberta such a fine place to live in.

Calgarians are happy to extend an invitation to our guests to wheel their chariots over these highways and byways, to enjoy the scenery and the attractions of a great stretch of country that is distinctive in Canada.

The Roamin' Empire is a challenge to enjoy a holiday of discovery. Follow the 160-mile-long forestry road through the eastern slopes of the Rockies. Learn more, along this eye-opening highway cut through virgin timberland, of the conservation project designed to feed the rivers of the whole west.

Explore the trails of the foothills that rise like an escalator to the west of High River, Nanton, Pultenay, Claresholm, to watch the cowboys at work and enjoy the peaceful pastoral scenes of the range.

To the south, along the Southern Trans-Canada Highway, view the wonders of the Crow's Nest Pass and the tragic site of the great Frank Slide.

Let your desire to enjoy nature at its best lead you through the green, rolling hills of Cowley and into Waterton National Park in the mountains.

Visit historic Fort Macleod, where what today is the Royal Canadian Mounted Police, the world-famous force of which Canadians are so proud, established law and order in 1874 after a march of 1,000 sun-searing miles across the prairies.

Go on to cosmopolitan and metropolitan Lethbridge and into the land where the irrigation ditch brought prosperity and variety of crops symbolized by the great white house that is the sugar factory at Taber.

Should your route lead eastward from Calgary over the Trans-Canada Highway, take the time to follow the paved finger that leads to the badlands of Drumheller.

Pause at Bassano and Brooks to learn more of how our irrigation brought new life to weary refugees from less fortunate areas of the West.

Ask questions your hosts will be glad to answer. Learn more of how irrigation turned bare, flat prairie into an oasis of trees, learn of the empire of upland game birds and you'll want to return in fall to enjoy the hunting and colorful scenery.

Make your way to Steveville, site of a soul-shivering provincial park that seems to have been created of craters of the moon.

As you reach Medicine Hat, which Rudyard Kipling said had "all hell for a basement" because of its natural gas, enjoy the beauties of a fine city on banks of the Saskatchewan River, make it your headquarters for a trip into the picturesque Cypress Hills.

To enjoy all of the Roamin' Empire is to want to come back to the land of the green carpet that is always out . . . in true western welcome.





Dinnerware and Gifts
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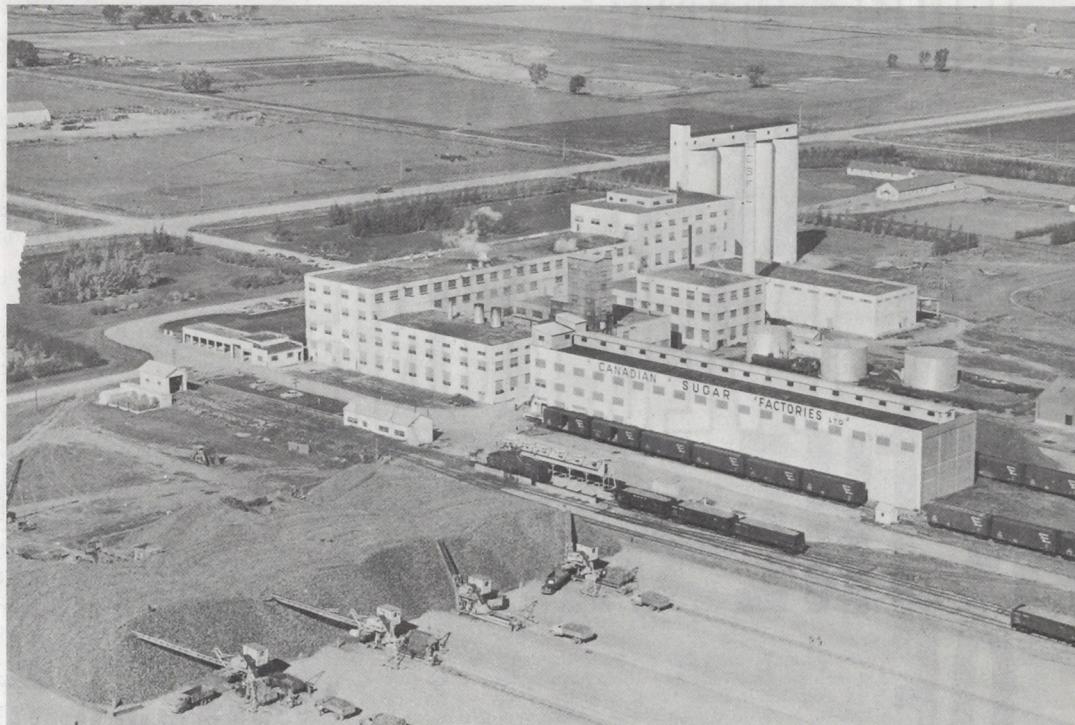
ROYAL DOULTON DINNERWARE, WEDGEWOOD,
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COSTUME JEWELRY, CUT GLASS, COALPORT PIECES, ETC.

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CENTRAL DOWNTOWN LOCATION ... in the Royalite Building ...

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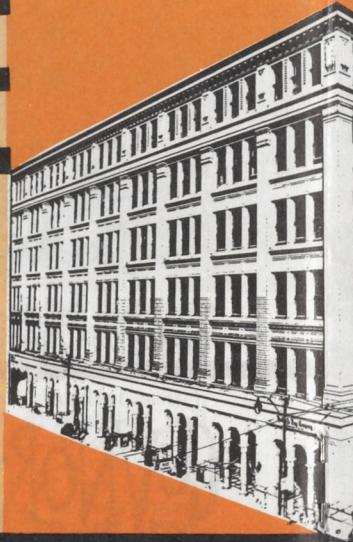
IN CALGARY IT'S THE BAY THE STORE FOR EVERYONE IN THE CENTRE OF EVERYTHING

It was 1875 when the Mounted Police first gary was a fine p That same year the Company proved the future by building a For 87 years now been the family sto garians consider their the Supermarket, o floor to the Floor C Furnishings on the folks know they'll fin outstanding selection prices. You'll agree that it's a pleasant p stop shopping — br conveniently located city busses stoppi doors and plenty of

In Calgary it's a tra "Meet me at The Ba to meet YOU here to our city.

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Hudson's Bay Company

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Seventh and Eighth Avenues on First Street West

when the North West
lives first decided Cal-
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mily store that Cal-
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selection at moderate
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easant place for one-
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located, with most
stopping near the
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It's a tradition to say
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U here on your visit

Phone all departments at
AMherst 2-0345

Store Hours: Monday, Tues-
day, Wednesday, Thursday
and Saturday . . . 9 a.m. to
5:30 p.m.

Friday . . . 9 a.m. to 9 p.m.



any.

West



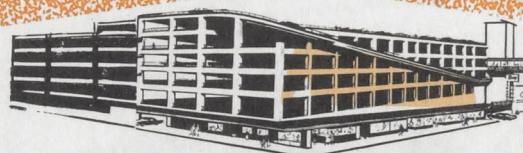
THE BAY IN RED DEER

When you're driving north to Edmonton on the magnificent 4-lane highway, be sure to visit the Hudson's Bay Company store at the half-way point — Red Deer. Opened in August 1961, there's a splendid selection of everyday needs and apparel on all 3 floors.



THE BAY IN BANFF

Located right in the centre of town on Banff Avenue, the Hudson's Bay Company store excels in its stock of "take-home" gifts. Look for English bone china, British woollens, French perfumes — as well as basic needs and sports clothing.



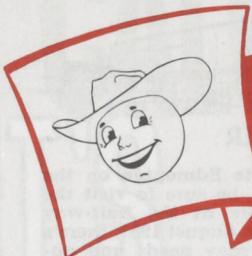
THE BAY PARKADE

Right across from the Hudson's Bay Company store on 7th Avenue is a 6-level Parkade that offers easy parking for 475 cars. You can cross the Skywalk from the Parkade directly to the 3rd Floor of the store. Next to the Parkade and partially completed is an addition that means parking for another 600 cars, plus a service garage.



THE BAY CHINOOK ROOM

When you're shopping at the Hudson's Bay Company in Calgary take time for a meal or a snack in our large cafeteria. Located on the 5th floor of the store, the Chinook Room affords you a view across the city while you relax and enjoy good food tastily prepared.



Shopping in Calgary

As the first major shopping centre north of Denver, Calgary provides all you can ask in shopping variety. You'll find competitive prices, stocks large and varied, personnel friendly and attentive.

You're always welcome just as you are, because Calgary's warm western hospitality is proudly maintained in the shops and stores.

United States visitors who stay in Canada more than 48 hours may take home \$100.00 worth of merchandise for personal or household use (not for resale) every 31 days, duty free.

Merchandise which cannot be carried as personal luggage (china-ware, blankets, etc.) should be expressed by the merchant to its destination. All articles so purchased must be declared at the border.

PLEASE NOTE: ALL PURCHASES OUTLINED ABOVE CAN BE DECLARED AT WHOLESALE VALUE, NOT RETAIL PRICE PAID.

Listed below and on following pages for your convenience is a carefully prepared list of better stores, shops and specialty houses. We heartily recommend them to you for all your shopping.

Superb Shopping facilities abound in Calgary.



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FINEST IN FOODS
At Low Low Prices

Shop With Confidence



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Shopping

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Eaton's of Canada	
8 Ave. between 3 & 4 St. S.W.	AM 6-0234
Hudson's Bay Company	
8 Ave. at 1 St. S.W.	AM 2-0345
Simpsons-Sears Ltd.	
1616 - 14 Ave. N.W.	AV 9-7777
Woodwards Ltd.	
Chinook Shopping Centre	AL 5-6121

CHINA AND GIFT SHOPS

Harrow Gifts	
807 - 1 St. S.E.	AM 6-4509
The Piccadilly China & Gift Shop Ltd.	
117 - 8 Ave. S.W.	AM 2-7773
Reed's China & Gift Shop	
Calgary Shopping Centre	AV 9-5757
Silk-O-Lina Ltd.	
119 - 8 Ave. S.W.	AM 2-7262

IMPORTED WOOLENS AND ACCESSORIES

La Boutique	
331a - 8 Ave. S.W.	AM 6-4896
Ted McGregor Ladies' Wear	
818 - 1 St. S.W.	AM 2-5327

ART GALLERIES

Gainsborough Galleries	
611 - 8 Ave. S.W.	AM 2-3359

ANTIQUE SHOPS

Bashfords Corner	
736 - 17 Ave. S.W.	AM 9-3560

JEWELLERY STORES

Henry Birks & Sons Ltd.	
314 - 8 Ave. S.W.	AM 2-9515
Jennings Jewellers	
814 - 1 St. S.W.	AM 6-6357
J. Vair Anderson	
230 - 8 Ave. S.W.	AM 6-3949
MacKenzie's	
244 - 7 Ave. S.W.	AM 3-5920

LADIES' WEAR

Parisian	
106 - 8 Ave. S.E.	AM 2-6187
Tall Girl Shop Ltd.	
239 - 8 Ave. S.W. (Downstairs)	AM 3-8772

MEN'S WEAR

A. E. Jacques & Sons	
1312 - 9 Ave. S.E.	BR 3-5260
David L. Abel (Clothiers)	
137 - 8 Ave. S.W.	AM 2-9939
Don Forster Ltd.	
335 - 7 Ave. S.W.	AM 2-1838
Tom Campbell Co. Ltd.	
331 - 8 Ave. S.W.	AM 6-5410
Webb's Men's Shop	
236 - 7 Ave. S.W.	AM 2-2793

WHITE HATS

Smithbilt Hats Ltd.	
5 St. at 3 Ave. S.W.	AM 2-4404

WESTERN STORES & RIDING EQUIPMENT

Kenway's Western Store	
1418 - 2 St. S.E.	AM 6-4270
The Tack Shop	
311 - 17 Ave. S.W.	AM 3-3741

Wide varieties of stock at competitive prices makes shopping a pleasure in Calgary





Don Forster



The finest imported woollens, tastefully styled by Canada's foremost tailors

A visit to Don Forster's will add interest to your stay in Calgary

Fine clothing for men and young men, distinctive haberdashery,

Knox hats, Tyrol shoes.

PH. AM 2-1838

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Calgary Shopping Centre





Shopping

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Canada Safeway
25 stores in Calgary
Jenkins Groceries
11 stores in Calgary

VARIETY STORES

F. W. Woolworth Co. Ltd.
226 - 8 Ave. S.W. AM 6-1588

SHOPPING CENTRES

Calgary Shopping Centre
1632 - 14 Ave. N.W. AV 9-6700
Chinook Shopping Centre
Macleod Trail & 66 Ave. W.
AL 5-0355

FUR STORES

Swears & Wells (Canada) Ltd.
222 - 8 Ave. S.W. AM 3-2850
Yaegers Furs Ltd.
706 Centre St. S. AM 2-4579

SHOE STORES

Amantea Shoes Ltd.
132 - 8 Ave. S.W. AM 2-3306
Lilley & Skinner (Canadian) Ltd.
330 - 8 Ave. S.W. AM 2-9626

HARDWARE STORES

G. L. Chesney Hardware Ltd.
102 - 16 Ave. N.W. CR 7-7577
Harper Hardware
134 - 12 Ave. S.W. AM 2-7429
Manchester Hardware Ltd.
5518 Macleod Trail CH 3-1309

FURNITURE & APPLIANCES

Williams Bros. Ltd.
117 - 10 Ave. S.W. AM 9-1971
Chinook Centre AL 5-0077

MUSIC STORES

Glenn's Music Ltd.
224-226 - 7 Ave. S.W. AM 6-3181



Mackenzie's

a Treasure Trove of...

- Fine English Bone China (Famous Factories)
- Fashion Jewellery (Famous Names)
- Imported Lead Crystal and Glassware
- Sterling Silver and Plated Flatware
- Quality Controlled Diamonds
- Modern Hostess Accessories
- Famous Name Watches
- Clocks

Mackenzie's
DIAMOND MERCHANTS AND JEWELLERS



MEN'S and BOYS' WEAR

Two Locations

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"At the Zoo turnoff"

BR 3-5260

Men's, Boys', Ladies' Wear and Shoes

Chinook Shopping Centre

"Store with Shield on the Door"

AL 5-1040

Men's and Boys' Store

DRUGS

Cliff Irwin Rexall Drugs Ltd.
718 - 16 Ave. N.W. AV 9-5561

Douglas Drug
16 Ave. & Centre St. N. CR-7-2717
16 Ave. & 3 St. N.E. CR 7-2755

Kensington Drug
2440 Kensington Road AT 3-2911

Luke's Drug
112 - 4 St. N.E. AM 6-4142

Marshall Drugs Ltd.
5011 Macleod Trail CH 3-6330

Penley's Drug Stores

Chinook Centre AL 5-0858

Sunalta Drugs Ltd.
14 St. & 12 Ave. S.W. CH 4-3333

Victoria Pharmacy
12 Ave. & 2 St. S.E. AM 6-3335

SPORTS SHOPS

Big Chief Sporting Goods
230 - 7 Ave. S.W. AM 2-3748

Premier Cycle & Sports
319 - 7 Ave. S.W. AM 3-8855

The Sportsman Ltd.
1442 - 17 Ave. S.W. CH 4-8800



Landing a trout

ENJOY ONE STOP
SHOPPING

CHINOOK SHOPPING CENTRE

featuring

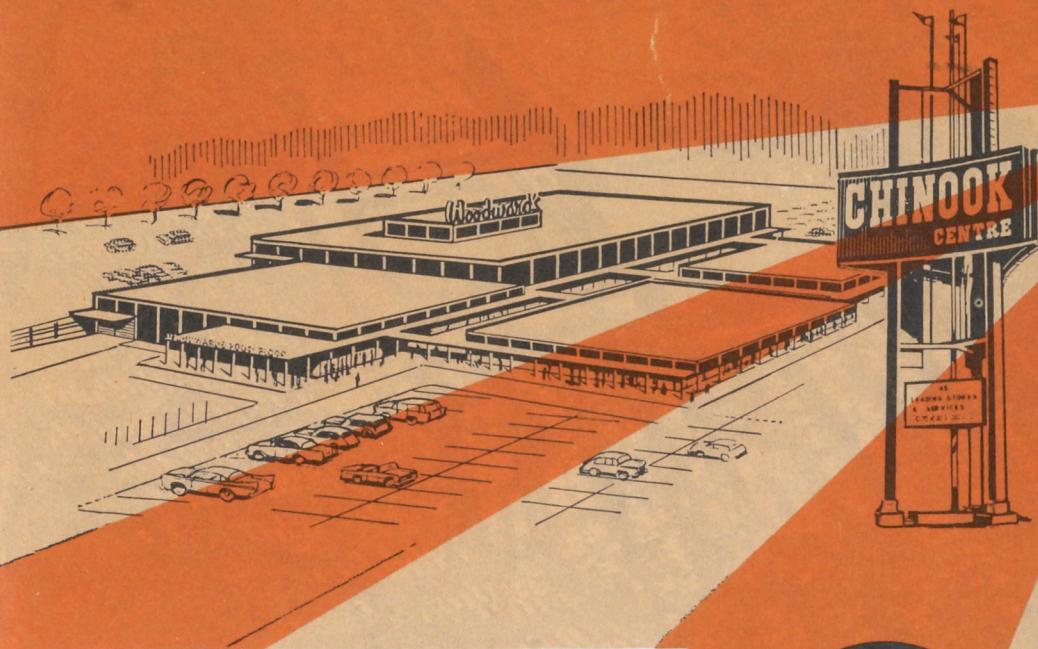
Woodward's

A COMPLETE DEPT. STORE
A FAMOUS FOOD FLOOR
AUTO SERVICE CENTRE

PLUS

45 FINE STORES & SERVICES

Chinook Shopping Centre at 66th Ave. & Macleod Trail



Woodward's
and 45 STORES
Waiting To Serve You



- Agnew-Surpass Shoes
- Alberta Liquor Store
- Alberta Piano Co.
- Betty Shop
- Henry Birks & Sons
- Burrill Travel Service
- Calgary Herald
- Career Girl Fashions
- Carolina Restaurant & Lounge
- Carriage House
- Chinook Art Gallery
- Chinook Barber Shop
- Chinook Bowladrome
- Public Library
- Chinook Insurance Centre
- Chinook Shoe Repair
- Fabric Care Dry Cleaners
- Finney-Rogers Sports
- Garden Court Coffee Shop
- Hollingsworth's
- Holt Renfrew
- A. E. Jaques & Sons
- S. S. Kresge
- Macleod Bros.
- McArthur Furniture
- McCullough's Fabrics
- Merrell's Maternity Modes
- Mel's Lumber & Building Supplies
- Norman's Beauty Salon
- Nut House
- Patricia Bakery
- Pederson Bros., Florist
- Penley's Drugs
- Photo Movie Supplies
- Reitman's
- Save-On Meats
- Smitty's Pancake House
- Spence's Shoes
- Sterling Shoes
- Toronto Dominion Bank
- United Cigar Stores
- Woodward's Dept. Store
- Woodward's Food Floor
- Woodward's Service Station
- MEDICAL OFFICES:**
- Chinook Medical Clinic
- Chinook Dental Clinic
- Chinook Optometric Clinic
- Bio-Clinical Laboratories
- Dr. J. A. Cameron, Chirpr.

**FREE
PARKING
FOR
3500
CARS**

**POST
OFFICE
&
MEDICAL
OFFICES**

**SHOP
THURS.
& FRI.
TILL
9 p.m.**

STORE HOURS: Tues., Wed., Sat. - 9:30 a.m. to 6 p.m.

Thurs., Fri. - 9:30 a.m. to 9 p.m.)



Chinook Shopping Centre in South Calgary

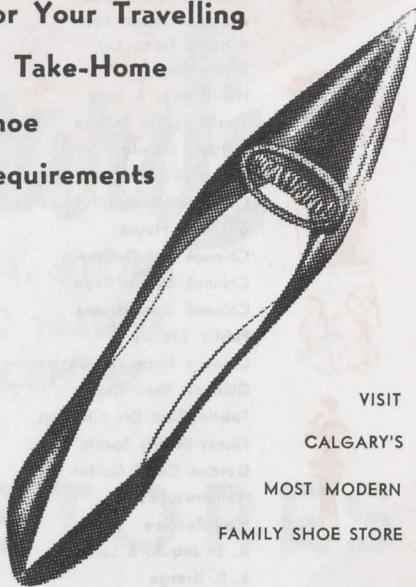


EVERYTHING
FOR THE TALL GIRL

DOWNSTAIRS
239 - 8th AVE. S.W.
AMhrst 3-8772

OPEN FRIDAYS TILL 9 P.M.

For Your Travelling
or Take-Home
Shoe
Requirements



VISIT
CALGARY'S
MOST MODERN
FAMILY SHOE STORE

Lilley & Skinner



Shopping

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Alberta Stationers & Office Suppliers	
508 - 3 Ave. S.W.	AM 3-5580
Lewis Stationery	
620 - 9 Ave. S.W.	AM 6-4676
F. E. Osborne Ltd.	
112 - 8 Ave. S.W.	AM 2-2585
Willson Stationery	
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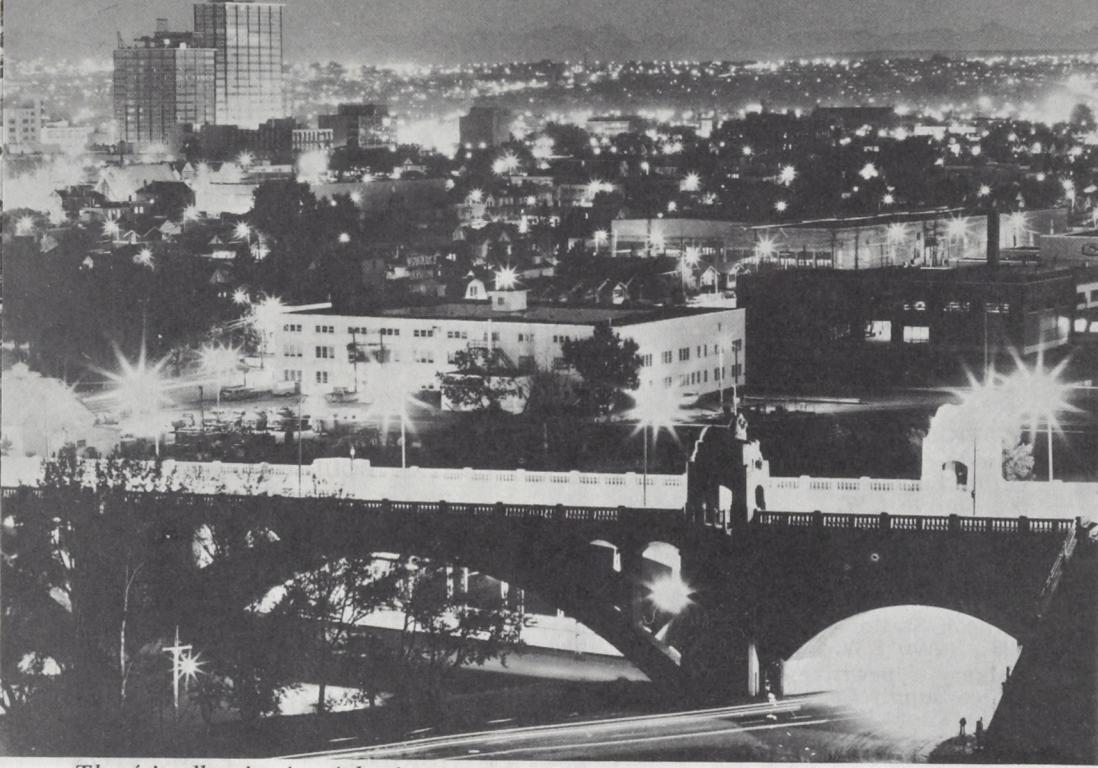
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The Dinosaur Trail

An unusual, and fascinating area awaits you at Drumheller. Between 60 and 140 million years ago, during the Cretaceous Period, the Drumheller area was the home of the dinosaurs. You can see the tremendous "Graveyard of the Dinosaurs" for yourself. Highway No. 1 to the east meets Highway No. 9 at Langdon Corner, and the broad, hard-topped road leads you right to Drumheller. It's only 88 miles from Calgary to Drumheller.

It was in 1884 that Joseph Burr Tyrrell, a noted Canadian geologist, discovered the first dinosaur bones while examining coal beds in the region. In the years since, palaeontologists have found many odd bones, and several complete skeletons. A number of these are on display in museums throughout North America.

The search for these clues to the past goes on still in the awesome valley, where the unusual formations known as the "Hoodoos" are favourite photo subjects. Incidentally, the name dinosaur comes from Greek words "deinos", meaning terrible, and "sauros" for lizard. It is pronounced *dine-o-sore*.

Visitors to the area can find bits of bones, petrified wood and tropical fruits, crystalized shells and other interesting souvenirs. You get

a brief glimpse of the thrill in store for you a few miles out of Drumheller as the highway skirts along Horseshoe Canyon. To drive through the badlands, drive right into the city. Good signs make it easy for you to locate the start of the Dinosaur Trail.

An unexpected and pleasant bonus of your trip through the valley is a visit at the "Biggest Little Church in the World". Just a few miles out of Drumheller, this unique structure invites you to stop and meditate a while. A recording system allows you to listen to a short prayer or hymn of your own faith while you sit in the miniature pews. Designed to seat 10,000 people (six at a time) the little church is a favourite with thousands of visitors every year.

Back in friendly Drumheller, make a visit to the museum a finale to your trip. Many interesting exhibits, ranging from tiny petrified seeds of prehistoric plants to giant snails, and from petrified wood to ancient turtle shells, all help to give you a first hand look at the world of many million years ago.

The city of Drumheller provides complete modern facilities for your stay of a few hours or a few days. Plan now to travel the "Dinosaur Trail".

NO GUESSWORK HERE

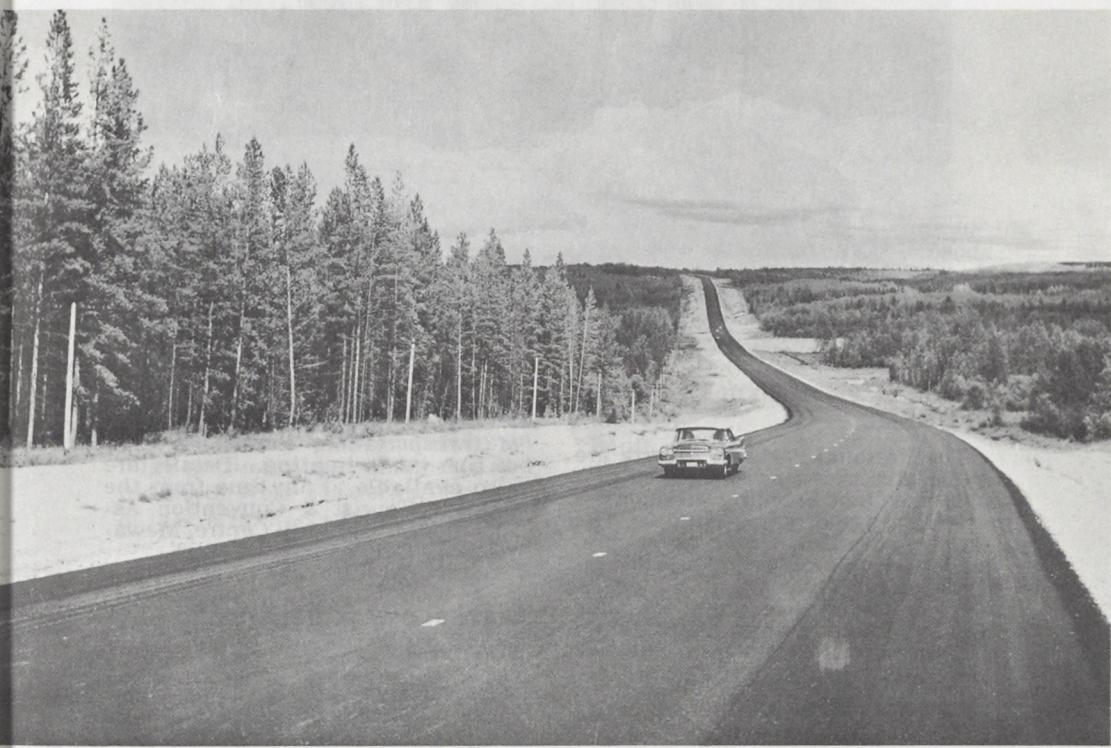
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A typical day's shoot in the Calgary area

HUNTING

BIG GAME

The National Parks in Alberta are game preserves. As such, they provide excellent breeding grounds for a wide range of game animals. The natural overflow from these preserves assures abundant game animals in the areas open to hunters. The following big game animals can be found within easy driving distance from Calgary.

Antelope
Caribou (Woodland)
Bear (Black & Grizzly)
Deer (Mule)
Elk
Mountain Goat
Big Horn Sheep
Moose

Guides are required. For full information write to any of the following. As members of Alberta Outfitters Association, they will supply you with full details as to rates, seasons, etc.

Stan Burrel, Box 350, Sundre, Alberta, Phone R410.

Leonard Jeck, Jasper, Alberta.

Glen Kilgour, Bearberry, Alberta, Phone R508.

Calgary, the hub for every type of transportation, centres an area of fine game hunting. Details are also available at any time from the Calgary Tourist & Convention Association, Hospitality Centre, Mewata Park, Calgary.

WATERFOWL & UPLAND GAME BIRDS

On the flyway for millions of migratory waterfowl, the area around Calgary is a shooters' heaven. Several varieties of duck, and the famous Canada Goose offer ideal bird hunting in the fall season.

Prairie Chicken, Hungarian Partridge and Ring Neck Pheasants can be found in many sections of Alberta around Calgary. The crisp fall days, ideal shooting conditions and abundance of birds combine to give hunters working out of Calgary the best in this interesting sport.

Season, bag limit, license details and other information always available thru the Calgary Tourist and Convention Association, Hospitality Centre, Mewata Park, Calgary, Alberta.

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A new thrill has been recently added for big game hunters. The majestic buffalo, at one time nearly extinct, have multiplied rapidly in huge grazing ranges in Alberta and the North West Territories. Because of this, a limited number of permits are issued yearly for hunting this dangerous game. Hunters interested should be prepared to bring enough gun — and know how to use it! A 30-06 or heavier is necessary to bring down these mean-tempered, rugged animals. Guides are essential.

For details in full, contact —

- Brewster Buffalo Hunts,
Box 99,
Banff, Alberta.
- Stan Burrell,
Box 350,
Sundre, Alberta.
- Calgary Tourist & Convention
Association, Hospitality Centre,
Mewata Park,
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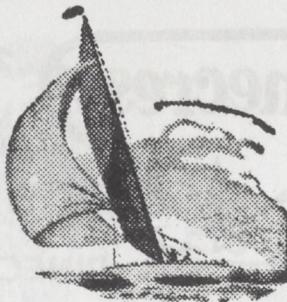
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Beaches, Resorts & Boating



While far removed from any major water areas, there is a wealth of good water sport in the Calgary area.

Two pleasant beaches are within easy reach of Calgary, where swimming, picnicking, or just loafing in the sun is yours to enjoy. Eighteen miles south of Calgary, on No. 2 Highway, is Golden Sands. Plenty of warm sand around three swimming sections. There's a shallow pool for the little ones, a huge family splash pool, and a deeper pool with diving facilities. You can picnic under towering shade trees, or set the barbecue up for one of those enjoyable outdoor meals. Nominal charge.

Four miles west of the city on the Bragg Creek Road is Clearwater Beach. Again, wide, sunny sand beaches, plenty of shade trees for

picnics, and three pools of varying depth for everyone from the youngest beginner to the most competent swimmer. Nominal charge. Lifeguards on duty at all times, of course.

North, south, east, west — you will find tinkling creeks or broad rivers that provide the focal point for family fun. For those who boat, there are dam-made lakes awaiting your launching. Canoeists find a run down the Bow River a pleasing challenge, with only minor portages around power-dams necessary. Water skiers find the cool waters make it expedient to stay on top in many of the water skiing areas, sharpening skills on the broad blades.

For more details on your favorite water sport, call The Calgary White Hatters at AM 9-1677.

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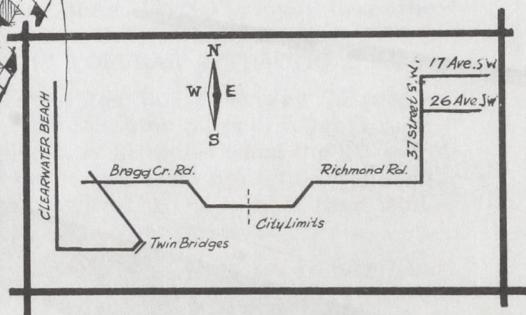
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Special arrangements for Conventions and tours.

Please write to:

Banff Sulphur Mountain
Gondola Lift Company Ltd.,
Box 1258, Banff, Alta., Canada.



Banff National Park

So much has been written and told about the Banff area, it becomes difficult to describe it without sounding hackneyed.

The towering, majestic moun-tians, wearing their snow shawls even in the warm summer, would be enough for most people alone. Yet, added to the grandeur of the peaks in Banff National Park is a host of attractions equally as interesting.

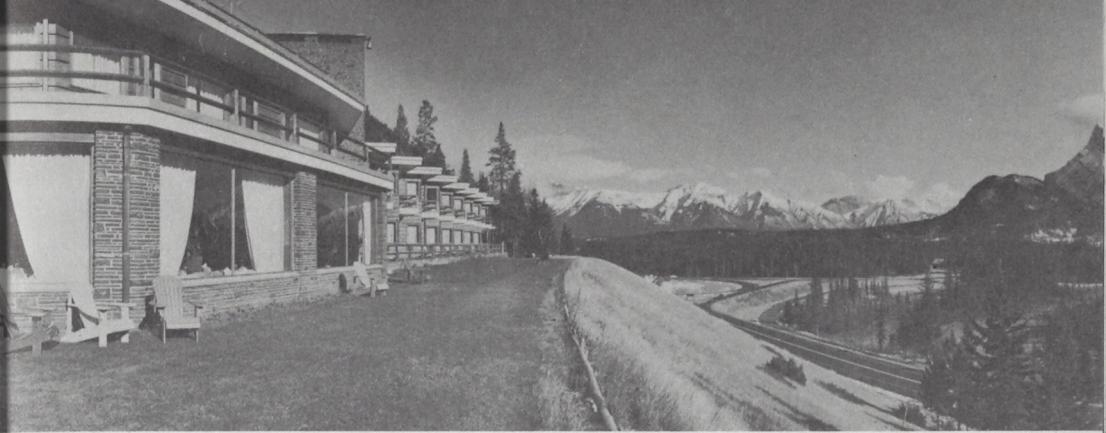
Only 77 paved miles west of Calgary, Banff Park is a wild game preserve. As such, it is common to see Rocky Mountain Sheep, moose, bear, deer, beavers, elk and many other animals within easy camera range.

Hot pools become swimming pools, clear brooks become accessories to flowers and shrubs in the colorful park areas, stately trees lend color and shade to picnic and camp grounds in Banff.

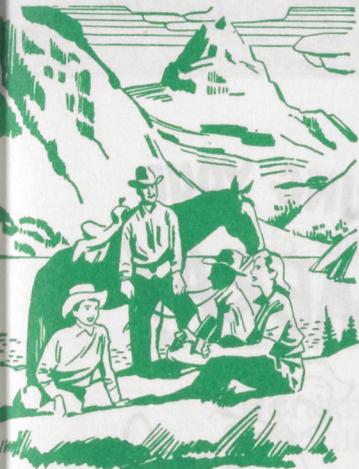
There's riding along quiet bridle paths, boating on smooth, serene rivers and lakes, fishing in the fast running mountain rivers, mountain climbing, hiking, tennis, golf, and all the activities you will enjoy.

Ample accommodation of every type and price range, good food and shopping, car service, are all available to add to the pleasure of your stay. The greatest thrill of all is to ride to the top of the mountain for a vast panoramic view of the entire area.

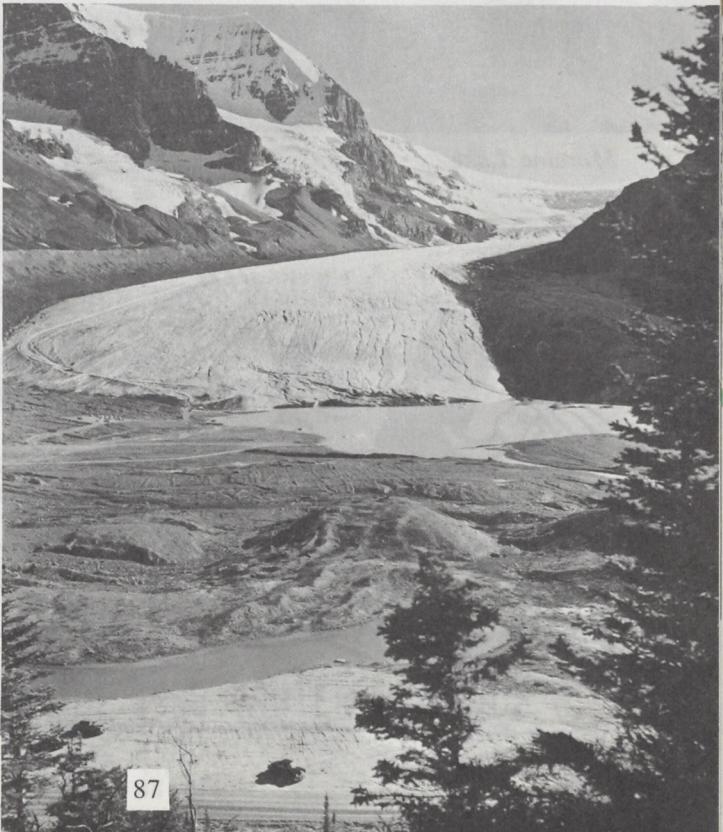
Banff the beautiful awaits your pleasure.



Timberline Hotel, on the Trans-Canada Highway, Banff

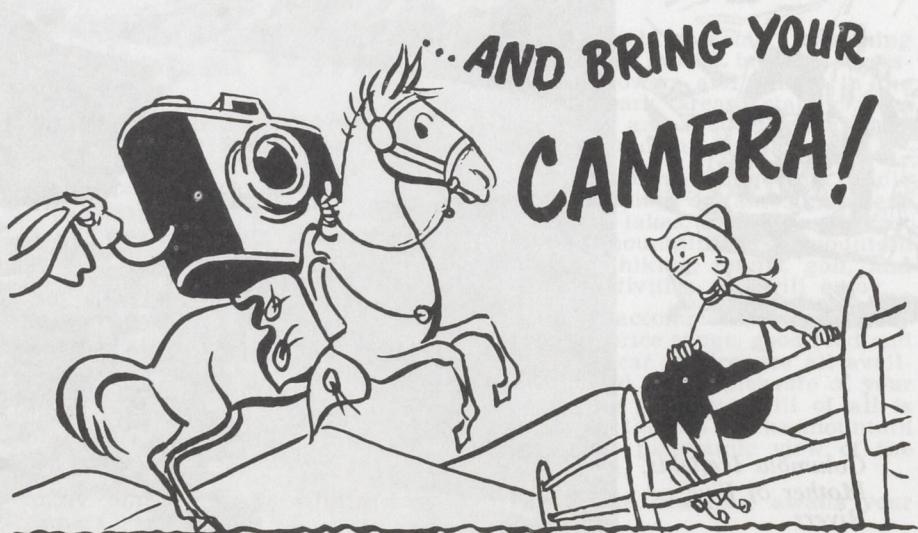


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Mother of Five
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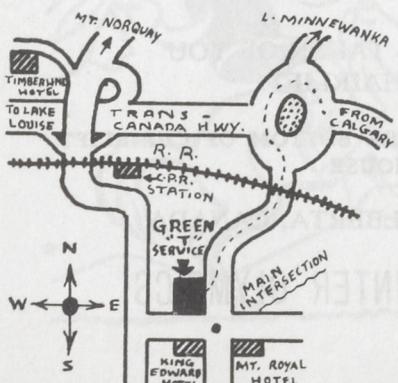
Banff, beautiful in the summer, adds another dimension during the winter. Deep, fluffy snow gives a fairyland touch to mountain top and quiet meadow alike. Superb ski facilities and terrain are so exceptional Banff has been proposed as a Winter Olympic site.

Spring, too, is a fascinating time in Banff. Grass and leaves spring out in glistening green, streams and waterfalls shake off the icy hibernation to come sparklingly alive, youngsters of a wide variety

of animals make their wobbly-legged appearance. Spring has a special meaning all its own at Banff, and it's yours to enjoy.

Fall, with its parade of color and falling leaves, is a quiet, back-to-nature period in Banff. You can enjoy watching, in every glen and glade, as animals and vegetation prepare for the long winter ahead.

No matter what time of year, you and your camera can enjoy and keep the pleasures of magnificent Banff.



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Lake Louise in the summer sun

Lake Louise

The scope and splendor that is Lake Louise can provide you with your own wonderland. Memories of this enchanting place linger with you long after your visit.

The brilliance of Iceland poppies blooming by the jade waters of Lake Louise.

The tug of a well-cast fly as it touches white water.

The ripple of a canoe paddle on the serene lake waters.

The thrill-a-foot ride to the clouds on the sedan lift.

Forests of silence that are perfect sanctuary to wildlife of all kinds.

Alpine meadows that are gardens of bright and fragrant flowers.

Come with your camera, sketch book, palette or your mind's eye open to all things lovely, for at Lake Louise every turn of the road is an artist's viewpoint.

At Lake Louise, there's more to see than do. But the sheer pleasure of seeing is enough. You need no guide book to direct you to the beauties; your personal discovery of them is an adventure in itself.



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In winter or summer a ride on the comfortable Lake Louise Whitehorn Sedan Lift is an unforgettable journey for both young and old. This Lift provides dramatic views of the spectacular mountains in the Continental Divide from Mount Assiniboine in the South to Mount Balfour in the West, with the famous Lake Louise group of mountains in the center.

NORTH SIDE OF TRANS-

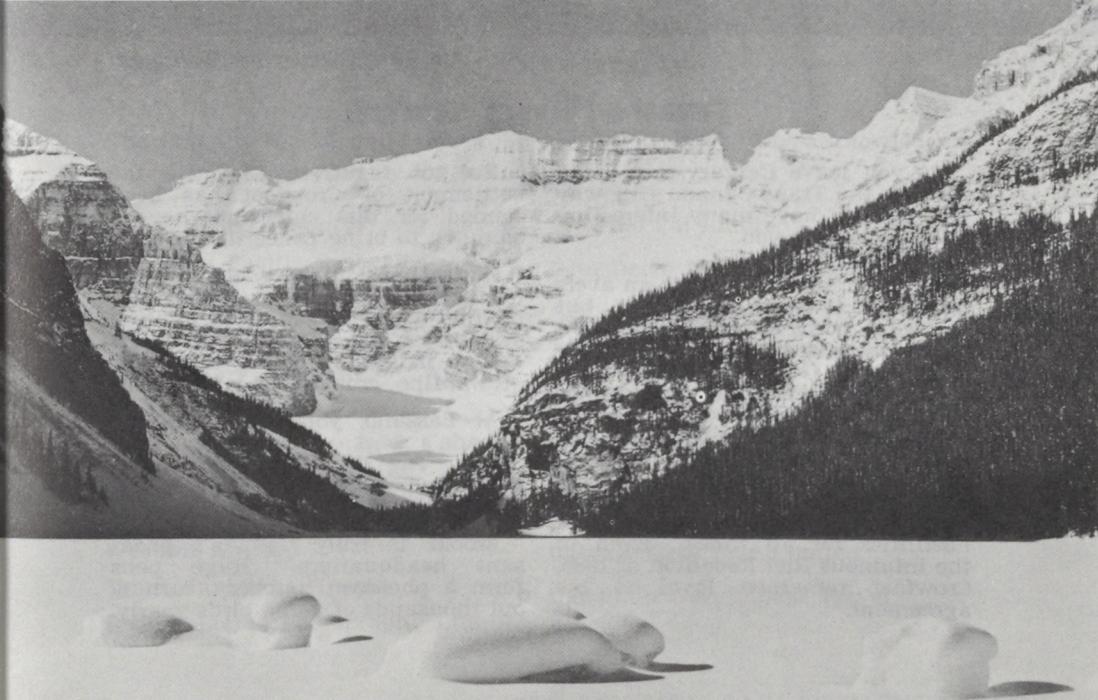
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Lake Louise in her winter beauty





Steveville Badlands

Travelling East

As you leave Calgary, and head East on the Trans-Canada Highway (No. 1), you have many interesting miles ahead of you.

Gleichen, for example, is an average small town on the surface, but it teems with history. The town name came from Count Gleichen, a prominent German industrialist who was a major bondholder in early Canadian Pacific Railway development. Near Gleichen, the great Chief Crowfoot, of the Blackfoot Indians, is buried. Here, too, Chief Crowfoot signed the peace treaty with the whites to terminate hostilities for all times. Even in the infamous Riel Rebellion of 1885, Crowfoot remained loyal to his agreement.

Not too far from Gleichen, the settlement of Crowfoot has been named for this chieftain who did so much to bring peace to the west.

Notice, as you drive, the numerous irrigation ditches that form part of the world's greatest irrigation system. A land, too, almost desert before irrigation came, that now grows fine crops year after year.

At Bassano, you are in one of Canada's best upland game bird areas. The big irrigation dam at Bassano pours precious water out to a tremendous acreage.

Brooks is truly Canada's pheasant headquarters. Huge pens form a pheasant hatchery, turning out thousands of game birds yearly.

North and East of Brooks, on a well-gravelled and equally well-marked highway, you will find the awesome 22,000 acres that make up Steveville Provincial Dinosaur Park. Badlands at their "baddest," as one visitor remarked, stretch out in front of you for endless miles. High view points let you get tremendous pictures. Warden Roy Harvey, one of Canada's leading amateur paleontologists, is always willing to give you a fascinating look into the world of millions of yesterdays.

Just three miles beyond Brooks, on the right side of the Trans-Canada, you can get a glimpse of the aqueduct and siphon of the irrigation system. Used to first carry irrigation water over lowland, then underpass the railroad, this interesting structure is unique on the continent. Water carried thru this alone, fed by Lake Newell Reservoir, serves over 58,000 thirsty acres.

You will note, after you pass the town of Tilley and the end of the irrigation system, the very obvious lack of vegetation that stretches endlessly on either side of the highway.

At Suffield, look far to your left and you can see the tremendous

Suffield development of the Canadian Government. A classified post, extensive experimental work is carried on here in rigid secrecy.

Just approaching Medicine Hat, you pass thru the manufacturing town of Redcliffe. Gigantic ovens turn out miles of bricks, ceramics, dinnerware and all the many potteries that perfect clay, found in the area, can produce.

Medicine Hat, the city that Rudyard Kipling said had "all hell for a basement," is an unusual place. There is so much natural gas, the city never turns off the street lights, because the cost of turning them off and on exceeds that of letting them burn. Huge greenhouses and market gardens thrive.

As you have probably assumed, the odd name, Medicine Hat, came from translations of a Blackfoot Indian name of the place "Saamis", meaning headdress of medicine man. Today, wags affectionately call the city "Pharmaceutical Chapeau."

A pleasant, always friendly city, Medicine Hat will make you comfortable with good accommodation, foods and all the many services designed to make your stop-over a pleasant interlude.

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Sylvan Lake — Only 100 paved miles from Calgary

Travelling North

Highway No. 2, arrow straight to the north, leads you thru much of the very best farm lands in Canada. As the miles register on your speedometer, take special notice of the lush vegetation, sweeping fields, and carefully tended farm yards. You'll see sleek stock, too, grazing on broad acres of short-grass.

There's many a quaint town along the way. For a change, turn in to one of these happy little centres. You'll find, as always in Alberta, friendly folks who welcome you. They'll happily direct you to Master Farms in the area, farms so distinctive and successful they have been awarded the coveted Master Farmer Award made yearly by the Alberta Government.

To the west of your Highway No. 2 is a section of fishing and hunting so tremendous the only suitable adjective is fabulous. Wild, tumbling rivers are home to many var-

ieties of fighting trout, heavily forested areas are home to fine game animals. And camping in those quiet, peaceful areas is an experience in itself.

Red Deer is the first major centre you find north of Calgary, a city of 16,000 people always ready to make you feel right at home.

Those same friendly Red Deer people will show you how to reach the serenity of Sylvan Lake, only a few paved miles to the west. Or historic Rocky Mountain House, where David Thompson established pioneer trails so many years ago. Or the quiet, campers' haven that is scenic Pine Lake. Or big, broad Gull Lake, where you can enjoy a quiet siesta or unlimber that boat and outboard.

At Red Deer, you have so many choices, it's a problem to know where to go and what to do first. Whatever you do, bet you enjoy it!

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Travelling South

As you head south from Calgary, you are entering an area with a rich, full history, a wealth of fascinating places and objects to see, people who enjoy having you stop to enjoy their country. We suggest you drive leisurely, accept our suggestion to see at first hand the true beauty of southern Alberta. Here's a few of the many exciting stops you can make.

The Big Ditch — Just at the outskirts of Calgary, a point-of-interest display board gives you a brief outline on the modest beginning of what was to become the world's greatest irrigation system.

Avenue of Trees — Just at the south limits of Midnapore, another history board tells of the work of Pat Burns. One of the west's best loved and most colorful pioneers, the orderly rows of stately poplar trees that border your highway were planted by Pat Burns — a man who planned for the future in a tangible, attractive manner.

High River — Here's a pleasant town with a proud background in the history of Alberta. A town whose people still observe the warm, friendly traditions of the old west. The centre of many huge ranches and fine farms, High River is also the lead off point to the famous Duke of Windsor ranch. Camp and picnic facilities, a swimming pool and

willingly helpful citizens make a stop here a memorable part of your trip.

Nanton — A stop at the Tap is a must! And that's only a part of the pleasure in making Nanton a stop-over on your trip. The Tap offers you a drink of cold, clear spring water, and the warm hearted town folk take it from there. They'll show you the many interesting exhibits they have here and there in the business places, give you careful advice on seeing the wonderland to the west, invite you to enjoy their pleasant camp and picnic areas.

Driftwillow Ranch — About 73 miles from Calgary, you'll notice three grain elevators, sentinels of Pultenay. A sign on your right reads "Driftwillow Ranch, 4 miles". Turn west on a good gravel road to Driftwillow, the home on a ranch. Many intriguing items in the Oxbow Room, and in the immediate area. The ranch is located right on the original Macleod Trail, only a few minutes from historic "The Leavings." This original Mounted Police Post, Indian Village and stopping-off place for stages and oxen freight trains is only ruins today, but gives you an on-the-spot look at Alberta history. And incidentally, you just haven't known good food until you enjoy one of the Driftwillow Ranch meals.



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ALDERSYDE, ALBERTA

Only 20 Miles South of the City on No. 2 Highway

Claresholm — Another delightful town whose people are true westerners. The jeans and western wear you see is not atmosphere — Claresholm is one of Canada's major ranching centres. Ask anyone — they'll be happy to tell you of the many fishing spots, working ranches and tremendous farms that make Claresholm the important centre it is.

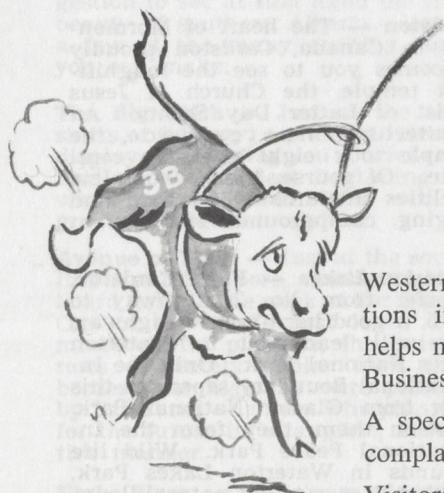
Fort Macleod — Founded by the original Royal North West Mounted Police, Fort Macleod is history itself. Don't let the maze of billboards confuse you, or deter you from stopping over in one of the most historic spots in North America. Above all, visit the re-created Fort. There's so much of the honest history of the continent on display at a very nominal charge, you'll never regret taking the time to see, touch, and hear of authentic relics of the west when it was only a frontier. Any interest you may have in history can be satisfied in the Fort at Fort Macleod. Camp grounds, excellent facilities also available at all times.

Cardston — The heart of Mormonism in Canada, Cardston proudly welcomes you to see the magnificent temple, the Church of Jesus Christ of Latter Day Saints. An architectural masterpiece, the Temple took eight years to complete. Of course, there's complete facilities in Cardston for food and lodging, campgrounds too.

Waterton Lakes — From Cardston, transfer from No. 2 Highway to No. 5, a good hard-topped highway, that will lead you to Waterton Lakes National Park. Only the International Boundary separates this park from Glacier National Park. Between them, they form the International Peace Park. Wild life abounds in Waterton Lakes Park, making it easy to get natural, long-to-be-remembered pictures. There's golf, hiking, tennis, swimming, boating, fishing, just about anything you like in a pleasant vacation. Excellent accommodation, camping and trailer parks, good shopping all available in Waterton Lakes.



Cameron Falls in Waterton National Park



You won't get roped-in here, pardner! The ranch-hands of the Triple-B are ridin' herd on rustlers.*

Western hospitality and a square deal are traditions in Calgary. Community-spirited business helps maintain these traditions through its Better Business Bureau.

A special service to handle visitors' inquiries or complaints is available at the B.B.B.

Visitors are assured of satisfaction when they deal with reputable firms.

* Members of the Better Business Bureau

BETTER BUSINESS BUREAU OF CALGARY

611B - 7th Avenue S.W.

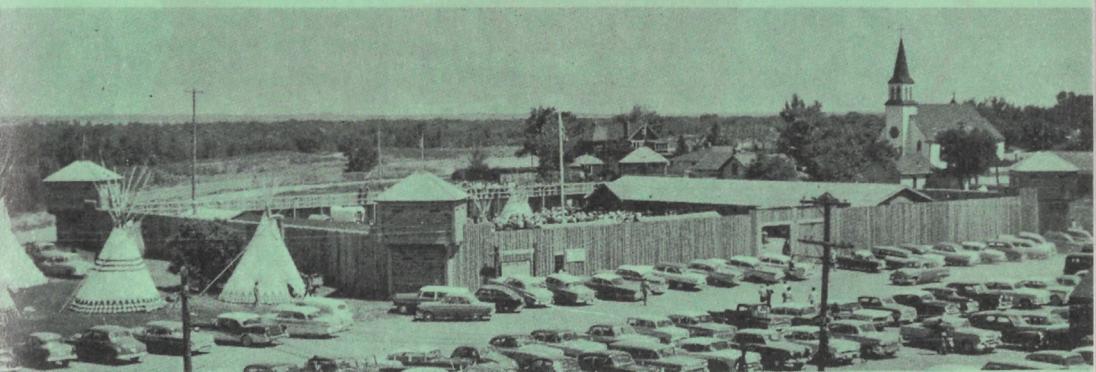
AMherst 9-3905



The Beginning of Law and Order in Western Canada

Fort Macleod

LOCATED AT THE CROSSROADS TO
WATERTON-GLACIER-BANFF-JASPER-THE ALASKAN HIWAY



- Royal Northwest Mounted Police Museum
- Gallery of Historic Indian Chiefs
- Picture Story of Indian Scout Jerry Potts
- X-Ray Equipment From the Turn of the Century Hospital
- Hundreds of Relics of the 1800's

FOR THE TRAVELER . . .

Accommodations for 800 persons each night

Tourist camping for trailers and tents

Restaurants to seat 300 persons per setting

City park, swimming pool and golf course

FORT MACLEOD IS A "GOOD SMALL TOWN" — city facilities without the disadvantages of city living — with real opportunity here for a person of talent and initiative.

We have moderate land prices, low taxes, good industrial development possibilities, adequate transportation facilities, close to the expanding Lethbridge and Calgary Markets and in the center of the mountain tourist trade area.

We have new hospitals, new schools, nine churches, adequate health, educational, religious, cultural, sport and entertainment activities to recommend it to you highly.

THIS PAGE SPONSORED BY FORT MACLEOD CHAMBER OF COMMERCE AND
FORT MACLEOD HISTORICAL ASSOCIATION



Industrial Development in Busy Calgary



Industries in Calgary

One of the bright spots of North America — a city enjoying rapid growth based on oil and gas, expanding markets, and alert local leadership.

H. McKinley Conway, Jr., of Industrial Development, made the above statement after a recent study of the industrial situation in Calgary.

Zooming from a population of 100,000 at the end of World War II to well over 250,000 today, with even pessimists estimating over 600,000 by 1980, Calgary is well above average in expansion in all ways.

Recognizing there would be tremendous growth, once the major oil discoveries of 1947 were announced, the city planned well for the future. This is particularly so in the industrial field.

Industrial areas were set up, railroad lines provided, ample water and natural gas services provided in sections of the city to allow industries of all types to easily establish in Calgary.

Today, driving thru planned areas such as Highfield you see the names that are familiar in any part of North America. Firms with home bases in United States, England,

Germany and other countries have established plants in Calgary.

In addition to assistance provided by Ken Ford, the Industrial Co-ordinator, industries find Calgary provides two other essentials for success. One, a stable labor force, and two, pleasant living conditions for employees.

The Provincial Institute of Technology and Art, a prominent Calgary educational centre, has a registration of over 7,000 a year, providing a continuous flow of skilled workers year after year.

As home office in Canada for nearly 400 firms directly connected with the petroleum industry, there is a natural integration of efforts with the industrial world.

Long a city with an economy based on ranching and agriculture, Calgary entered another phase with the discovery of oil. Today, Calgary is on the eve of still another phase — a great industrial revolution.

For anyone wanting complete details on the industrial picture in Calgary, we suggest you contact Mr. Ken Ford, Industrial Co-ordinator, City Hall Annex, Calgary, Alberta.

WELCOME to CALGARY

... centre of the rapidly growing Western Canadian Market!

WE HOPE YOU'LL ENJOY YOUR VISIT TO OUR CITY . . . TO THE CALGARY STAMPEDE . . . AND OUR SPARKLING MOUNTAIN RESORTS. BUT, TAKE TIME OUT . . . TAKE A LOOK AT CALGARY'S INDUSTRIAL POTENTIAL . . . AT THE MANY ATTRACTIVE SITES OFFERED THAT WOULD MAKE IDEAL BRANCH PLANT LOCATIONS FOR YOUR COMPANY.

HAPPY TIMES, HAPPY TRAVELLING TO YOU . . . FROM

HARRY HAYS
Mayor

K. S. FORD
Industrial Co-ordinator



CITY OF

CALGARY



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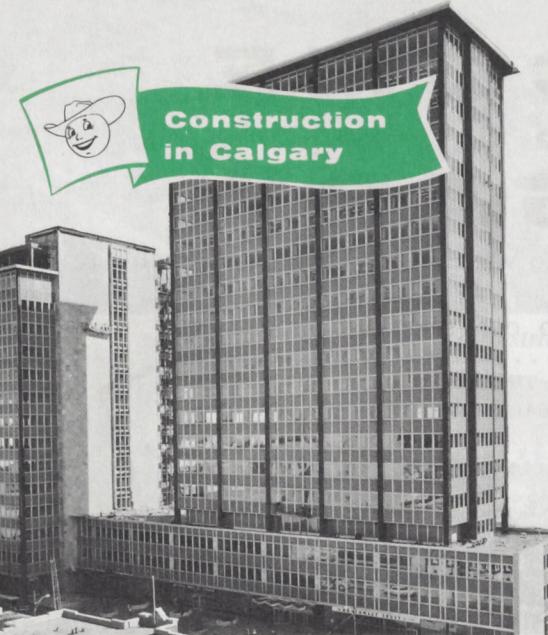
17 Ave. & 14 St. S.W.

Phone 244-8921

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Construction in Calgary



In the period framed by the years 1948 to 1961, Calgary has compiled some astonishing figures in construction. Evidence of the phenomenal development is shown in building permit totals. In 1948, building registered a comfortable \$14 million, soared to over \$101 million in 1958, and has held over \$70 million each year since.

In the 13 years involved, completions have been nothing short of amazing. For your interest, listed below are just a few of the record results Calgary has registered.

- ★ 33,731 Single family residences
- ★ 2,574 Business buildings
- ★ 2,153 Two-family dwellings
- ★ 764 Apartment blocks
- ★ 271 Schools & Churches

Naturally, such statistics are general and fail to show many of the surprising construction developments.

Downtown business construction, concealed in the figure 2,574 business buildings, accounted for many fine edifices. A new post office building, dozens of new office structures, numerous multi-car parking ramps actually provide far more of the actual results to the economy of the city than bare statistics indicate.

Over 33 thousand private homes in 13 years is a fair record in itself, but the total value of that number of houses is astronomical. Many of the new homes are individually designed, architecturally planned and supervised.

There are many project areas, of course, in the total. These are well-planned, complete areas. For example, the new district of Haysboro has 1,630 homes, 5 schools, 5 churches, 2 shopping centres, 5 service stations, and 3 apartment block sections to make it a fully self-contained area.

The most significant feature of the construction field in Calgary has been the new business and office buildings. Just completed is the new Elveden Building, a 20-storey, air-conditioned office building. Imperial Oil has completed a 17 million dollar extension to the Calgary refinery. Firestone Tire and Rubber Company has just opened a new 7 million dollar factory. A 20 million dollar sulphur process plant and a 5 million dollar chemical plant addition are only some of the many construction jobs that has given Calgary the lead among Canadian cities in this field.

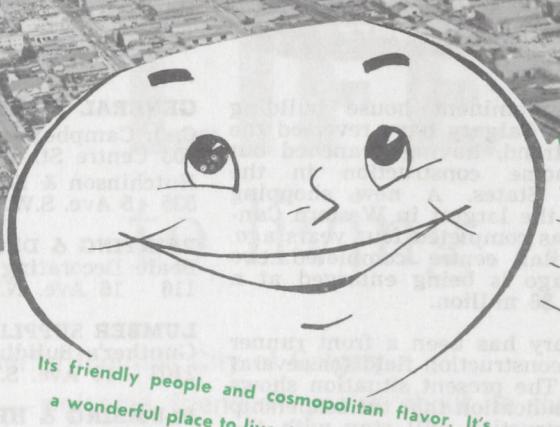
COMPANIES COMPRISING CARMA DEVELOPERS

Alberta Bowie Construction Limited
Bamlett Construction Limited
Bartel and Boldt Construction Limited
A. R. Bennett Builders Limited
Broker Master Builders Limited
Built-Rite Construction Limited
Dalke Construction Limited
Dania Construction Limited
Ray Doty Construction Limited
Flemish Homes Limited
N. R. Frankish Construction Limited
Gerhard-Bartel Building Contractor Limited
Frank Graham
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George Hutchings Construction Limited
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Koltes Construction Limited

Norman and Lars Kvellestad
Laird Construction (Calgary) Limited
William H. Lang
H. N. McKay and Company Limited
McPhee Construction Company Limited
Abe Neufeld Homes Limited
Neufeld Construction Limited
Nu-West Homes Limited
John Penner Construction Company Limited
Quality Construction Limited
Rite-Way Construction Limited
Art Rempel Homes Limited
Rempel Construction Limited
Supreme Builders Limited
Springer Construction Limited
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CALGARY



Its friendly people and cosmopolitan flavor. It's
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to a Co-op Realtor about the home
you'd like in any one of our
pleasant residential areas.

Select your new home from
your Co-op Realtor's
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Photo-listings.

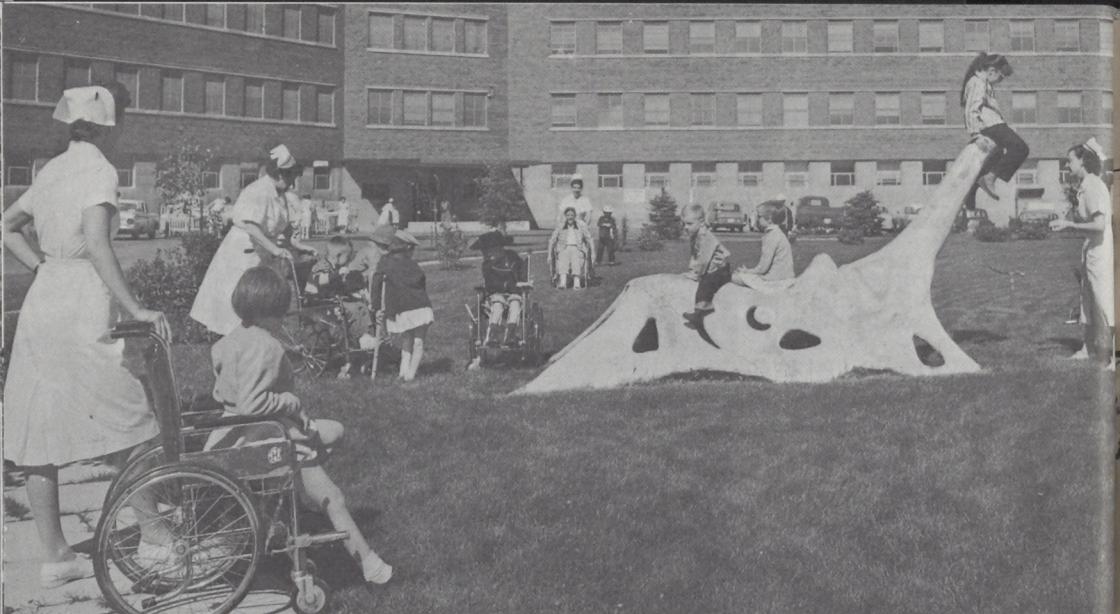


132 Member Offices



CALGARY REAL ESTATE BOARD CO-OPERATIVE LIMITED

622 - 5th Avenue West



Construction in Calgary

Two prominent house building firms in Calgary have reversed the usual trend, having branched out into home construction in the United States. A new shopping centre, the largest in Western Canada, was completed four years ago. A similar centre completed two years ago is being enlarged at a cost of \$6 million.

Calgary has been a front runner in the construction field for several years. The present situation shows every indication that the leadership in construction will stay with the friendly foothills city.

REAL ESTATE

Calgary Real Estate Board
622 - 5 Ave. S.W. AM 3-0530

Burn Weber Agencies
218 - 7 Ave. S.W. AM 2-1820

Lyle Bros. Ltd.
627 - 6 Ave. S.W. AM 3-4033

Rich Realty Ltd.
828 - 16 Ave. N.W. AV 9-8481

Downtown
AM 3-8310

Hillhurst
AT 3-5501

Southwest
CH 4-0791

REAL ESTATE EVALUATORS

Ivan C. Robison
716 - 5 St. S.W. AM 6-3475

Alberta Childrens Hospital is typical of the fine construction work seen in Calgary

GENERAL INSURANCE

C. J. Campbell
603 Centre St. S. AM 9-4331

Hutchinson & Scott Ltd.
535 - 5 Ave. S.W. AM 9-7721

PAINTING & DECORATING

Beale Decorating
116 - 16 Ave. N.W. CR 7-1231

LUMBER SUPPLIES

Gunther's Building Supplies
2102 - 10 Ave. S.W. CH 4-0726

PLUMBING & HEATING

Fred Deevs & Sons
1314 - 17 Ave. S.W. CH 4-8951

A. J. Shrubsall Co.
318 - 10 St. N.W. AT 3-1714

HOUSE BUILDERS

Carma Developers Ltd.
126 - 16 Ave. N.E. CR 7-8521

Keith Construction
9739 Macleod Trail AL 5-4401

MAJOR CONTRACTORS

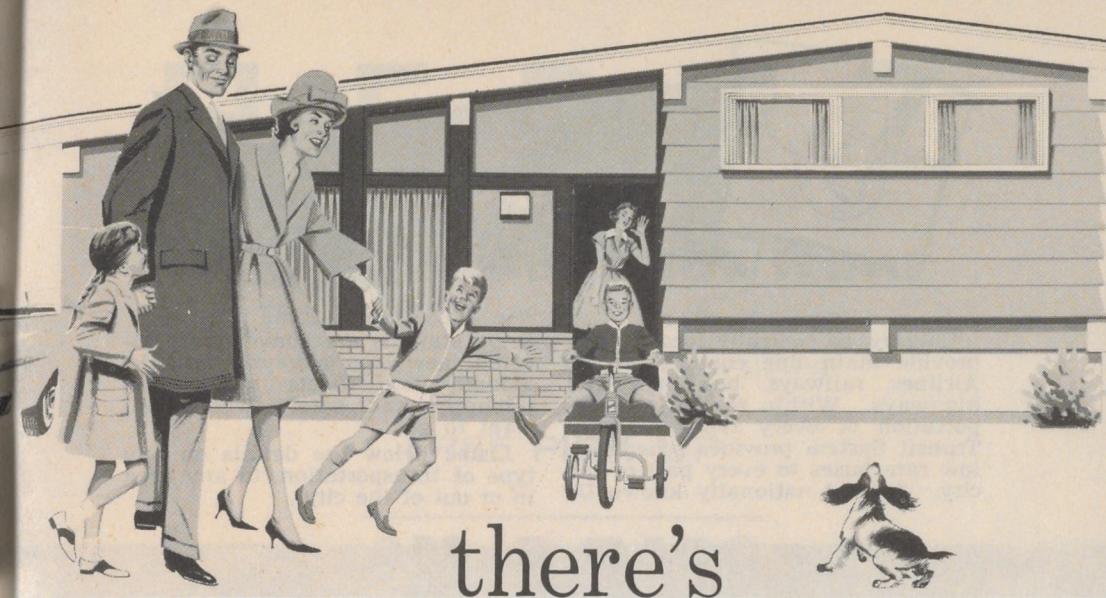
Standard Gravel & Surfacing
5340 - 1 St. S.W. AL 5-1131

POWER COMPANIES

Calgary Power Co.
140 - 1 Avenue S.W. AM 6-4631

GAS COMPANIES

Canadian Western Natural Gas Co.
6 Ave. & 1 St. S.W. AM 6-7111



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LIFE
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. . . in the wonderful foothills City of Calgary.

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As one of the largest homes builders in Canada, **KEITH HOMES** invites you to the many modern homes now on display. There are split levels, ranch bungalows, modern and traditional homes to choose from.

There's more life to living — in Calgary — and in a **KEITH HOME**.

KEITH  **HOMES**

9739 Macleod Trail, Calgary, Alberta.

Phone AL 5-4401

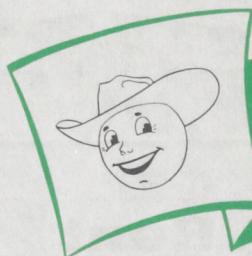
CALGARY



SASKATOON



WINNIPEG

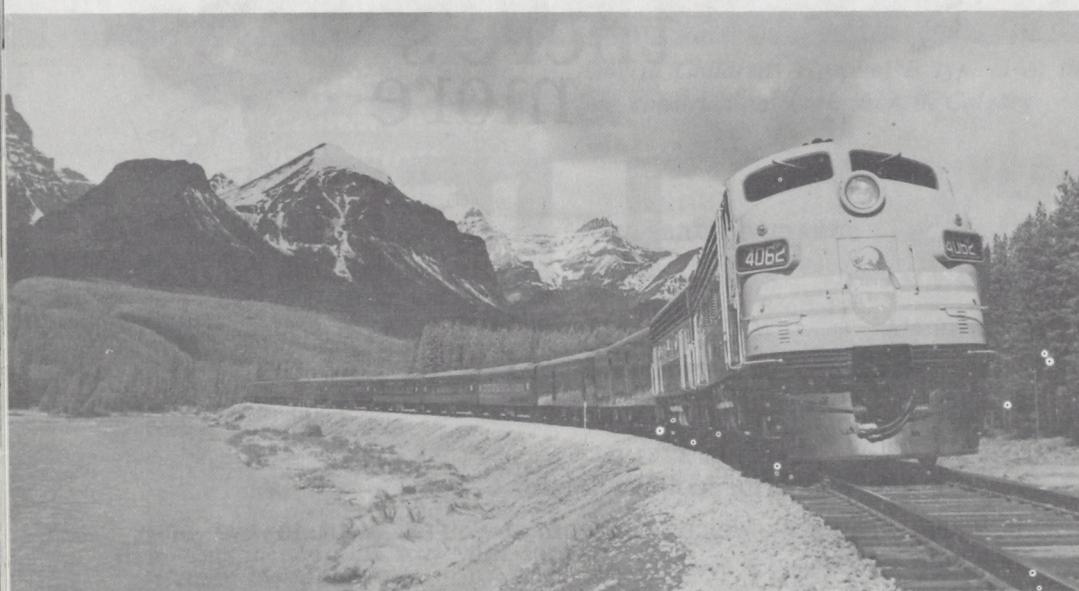


Transportation

Calgary, so centrally located, can provide main line connections for Airlines, railways, bus lines and highways. Within the city, transportation of every type. Calgary Transit System provides scheduled, low rate buses to every part of the city. Several nationally known U-

Drive stations are conveniently located, new cars always available. Modern taxi fleets whisk you promptly and safely where you want to go.

Listed below are details on any type of transportation, to any area in or out of the city.



AIRLINES

Canadian Pacific Airlines—Daily flights to Vancouver via Cranbrook, Castlegar and Penticton. Connections to main line flights out of Vancouver. Phone AM. 2-4338.

Trans-Canada Airlines — Main line flights daily, excellent connections in all directions. Direct flights to all major Canadian cities, with connections to all foreign countries. Phone AM. 9-1311.

Western Airlines — Daily flights direct to Los Angeles, Salt Lake City and many other major American centres. Phone CR. 7-0176.

West Coast Airlines—Daily direct flights to Spokane, Seattle and Pacific Coast cities.

Charter Air Service — Six charter firms operating out of Calgary provide a wide range of charter services, ranging from helicopter operations to air ambulance service. Consult your nearest information centre for complete details.

Aircraft Maintenance — Modern facilities for those who fly their own always available in Calgary. All particulars available at the airport terminal of McCall Field.

HERTZ

U-Drive Cars for Rent

The largest fleet of new cars in the city of Calgary

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AM. 3-8400

Hertz Dominion U-Drive

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JUST ACROSS FROM THE YORK HOTEL



RAILWAYS

Canadian National Railway — Daily service to Edmonton, for connection with C.N.R. mainline service. Phone AM. 6-5817 for schedules and other details required.

Canadian Pacific Railway — Main line service, as well as north and south lines to Edmonton, Lethbridge and Fort Macleod. Superb, modern trains daily to the east or thru the mountains to Vancouver. Phone AM. 6-9201 any time for schedules and rates.

BUS SERVICE

Greyhound Lines — Continental service daily in super bus equipment. Thru the Rockies, connections at border points to all parts of U.S., east thru all of Canada or north to Edmonton in comfortable, safe buses. Phone AM. 2-2131 for schedules, fares, etc.

Cardinal Coach Lines — Daily schedule connecting many rural areas. Call AM. 6-3710.

Calgary Gray Line — Charter and sightseeing bus service. During

summer months, regular tours thru the many colorful Calgary attractions. Charter bus service any time of the year. Phone AM. 6-3820 for all details.

CALGARY TRANSIT SYSTEM

Fast service to all parts of the city. Call AM. 2-3028 for schedules and routes.

TAXI CABS

Bell Cabs	
Royal Hotel Building	AM 2-2222
	AM 2-3000

Crescent Cabs	
105 - 16 Ave. N.E.	CR 7-4444
	CR 7-2222

United Imperial Cabs	
124 - 4 Ave. S.W.	AM 6-6255
	AM 2-2233

AUTOMOBILE RENTALS

Avis Rent-a-Car	(see Ad Page 39)
240 - 6 Ave. S.W.	AM 9-6166
	CR 7-7376

Hertz Dominion U-Drive	
113 - 7 Ave. S.E.	(see Ad Page 41)
	AM 3-8400
	CR 7-0676

Rocky Mountain U-Drive	
601 - 2 St. S.W.	AM 6-6633
	AM 3-3434

Tilden Rent-a-Car	
111 - 7 Ave. S.W.	AM 3-6386
	CR 7-5443



One of Calgary's many gracious dining places

Dining in Calgary

FAMILY DINING

Barney's Fine Foods 3828 Macleod Trail	CH 3-5292	Linda Mae's Lotus Gardens 221 Centre St. S. AM 3-5895
Beacon Hotel Restaurant 16 Ave. & Centre St. N.	CR 7-4124	Mecca Motel Restaurant 4 miles west on Trans-Canada Hwy. 288-3729
Caravan Restaurant 414 - 4 Ave. S.W.	AM 6-2555	Mr. Mike's 235 - 8 Ave. S.W. 262-2528
Carolina Restaurant 619 Centre St. S.	AM 6-1277	Phil's Pancake House 2212 - 16 Ave. N.W. AV 9-0444
Chicken on the Way 1443 Kensington Road	AT 3-4931	Pump Room 308 - 9 Ave. S.W. AM 2-1790
Crossroads Restaurant 2120 - 16 Ave. N.E.	CR 7-4548	Royal Dining Room 708 - 2 St. S.W. AM 2-4326
Elite Cafe, Cochrane (on Highway No. 1A to Banff)		Smitty's Original Pancakes 6131 Macleod Trail AL 5-5808
Guvnor's Grill 7 Ave. & 2 St. S.W. (Royalite Bldg.)	AM 9-7890	Smitty's Pancake House 308 - 16 Ave. N.W. CR 7-5924
Harry's Cafe 5001 Macleod Trail	CH 3-1480	Wales Hotel Coffee Shop 709 - 2 St. S.W. AM 6-1031
Highlander Hotel Restaurant 16 Ave. & 16 St. N.W.	AV 9-1961	Western Bar-B-Q Pits Ltd. 532 - 8 Ave. S.W. AM 2-6226
Highlight Dining Room 5809 Macleod Trail	AL 5-7756	York Coffee Shop 7 Ave. & Centre St. S. AM 2-5585

CATERERS

Calgary Caterers Ltd. 1538 - 17 Ave. S.W.	CH 4-1176
Western Bar-B-Q Pits Ltd. 532 - 8 Ave. S.W.	AM 2-6226

Georgian Terrace



Enjoy Dining

in the

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Visitors will enjoy dining in the Georgian Terrace with the most unusual decor in Calgary, featuring delicious charcoal broiled steak and Kentucky Fried Chicken.

Dining Lounge
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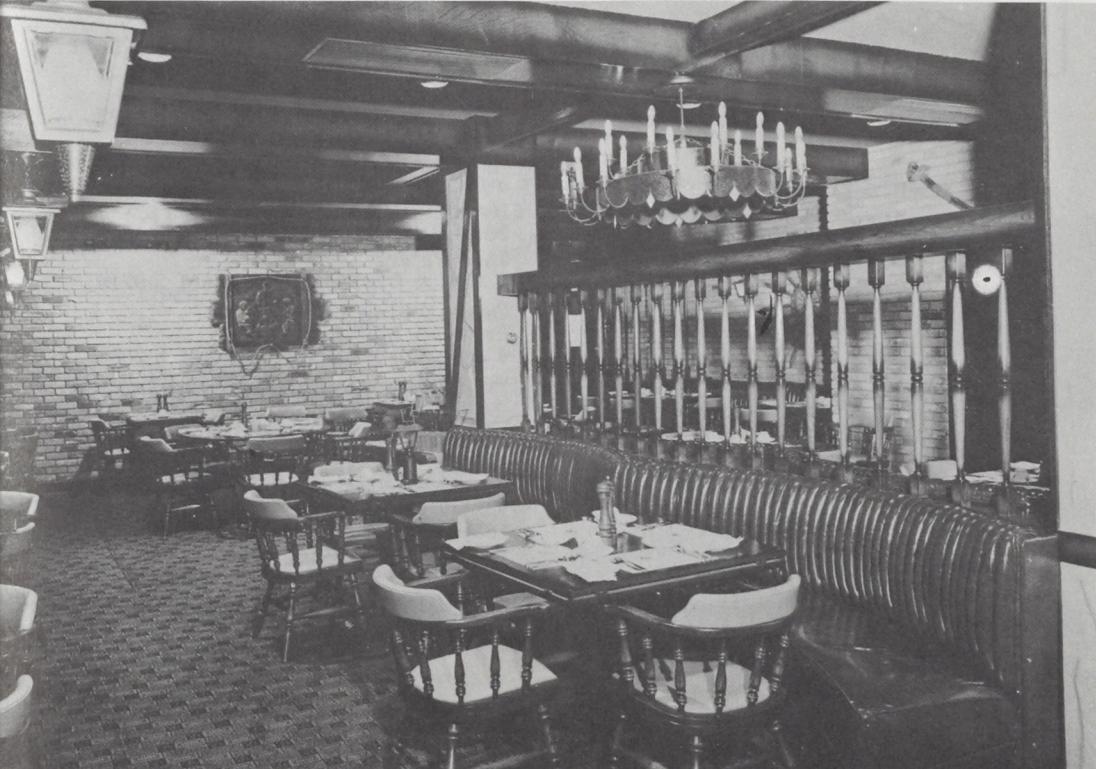


PHONE
CH 3-6965
OR
CH 3-5292

**BARNEY'S GEORGIAN
TERRACE**

Stampeder Hotel
3828 Macleod Trail

Calgary has many attractive Cocktail Bars





Visitors looking over Hand-Crafted Souvenirs at Old Cabin Crafts, St. George's Island



Dining in Calgary

DINING LOUNGES

(Wines & Cocktails Available with Meals)

Airways Patio Dining Lounge

Municipal Airport CR 7-4807
Amber Room, York Hotel
7 Ave. & Centre St. S. AM 2-5585

Black Angus Dining Lounge
Highlander Hotel
16 Ave. & 16 St. N.W. AV 9-1961

The Captain's Table
Trade Winds Motor Hotel
66 Ave. & Macleod Trail AL 2-2211
Caribbean Room, Beacon Hotel
16 Ave. & Centre St. N. CR 7-4124

Crossroads Dining Lounge
Crossroads Motor Hotel
16 Ave. & 21 St. N.E. CR 7-4548

Fireside Dining Lounge
Carolina Restaurant
Chinook Shopping Centre

AL 5-4757

Georgian Terrace
Stampeder Hotel
3828 Macleod Trail CH 3-5292

Highlight Dining Lounge
Hepburn Motel
5809 Macleod Trail AL 5-7756

Hy's Steak House
807 - 3 St. S.W. AM 6-1322

Jade Palace
3 Ave. & Centre St. S. AM 2-9219

Oasis Dining Lounge
Caravan Motor Hotel
4 Ave. & 4 St. S.W. AM 6-2555

Pump Room, Petroleum Building
308 - 9 Ave. S.W. AM 2-1790

Range Room, Palliser Hotel
9 Ave. & 1 St. S.W. AM 2-8621

The River Room
Elbow Lodge Ltd.
1851 Park Road AM 9-6771

Royal Dining Room, Royal Hotel
708 - 2 St. S.W. AM 2-4326

Shield Dining Lounge, Wales Hotel
709 - 2 Street S.W. AM 6-1031



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Spacious Parking

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Dining in Calgary

TAKE OUT SERVICE

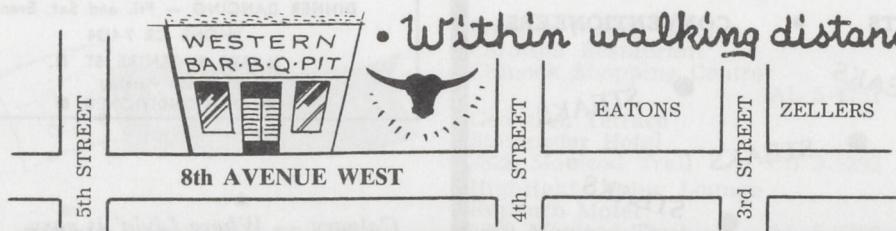
A & W Drive Inns	
2120 Kensington Road	AT 3-0327
70 Ave. & Macleod Trail	AL 5-5091
24 Ave. & Centre St. N.	CR 7-1130
Barney's Chicken	
3828 Macleod Trail	CH 3-6611
1426 - 17 Ave. S.W.	CH 4-2536
832 - 16 Ave. N.W.	AV 9-8200
336 - 9 Ave. N.E.	AM 3-1951
3719 - 17 Ave. S.W.	CH 2-2393
Chicken-on-the-Way	
1443 Kensington Road	AT 3-4931
6511 Elbow Drive	AL 5-5292
Jade Palace	
302 Centre St. S.	AM 2-9219
Linda Mae's Lotus Gardens	
221 Centre St. S.	AM 3-5895
Western Bar-B-Q-Pit	
532 - 8 Ave. S.W.	AM 2-6226

DRIVE-INS

A & W Drive Inns	
2120 Kensington Road	AT 3-0327
70 Ave. & Macleod Trail	AL 5-5091
24 Ave. & Centre St. N.	CR 7-1130



Even Window Shopping is fun in Calgary



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Enjoy a real Western treat

BARBECUED, SMOKED, ALBERTA PRIME BEEF

Huge, Sizzling Steaks are our Specialty

Try our "Quick Service" Beef on a Bun — The Biggest and Best
50¢ Dinner in Town

"Take Out Service"

WE CATER TO CONVENTIONS, BANQUETS,
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PHONE AM 2-6226 . . . 532 - 8th Ave. S.W.



FINE ART DEALERS



FRAMING SPECIALISTS



The Gainsborough Galleries

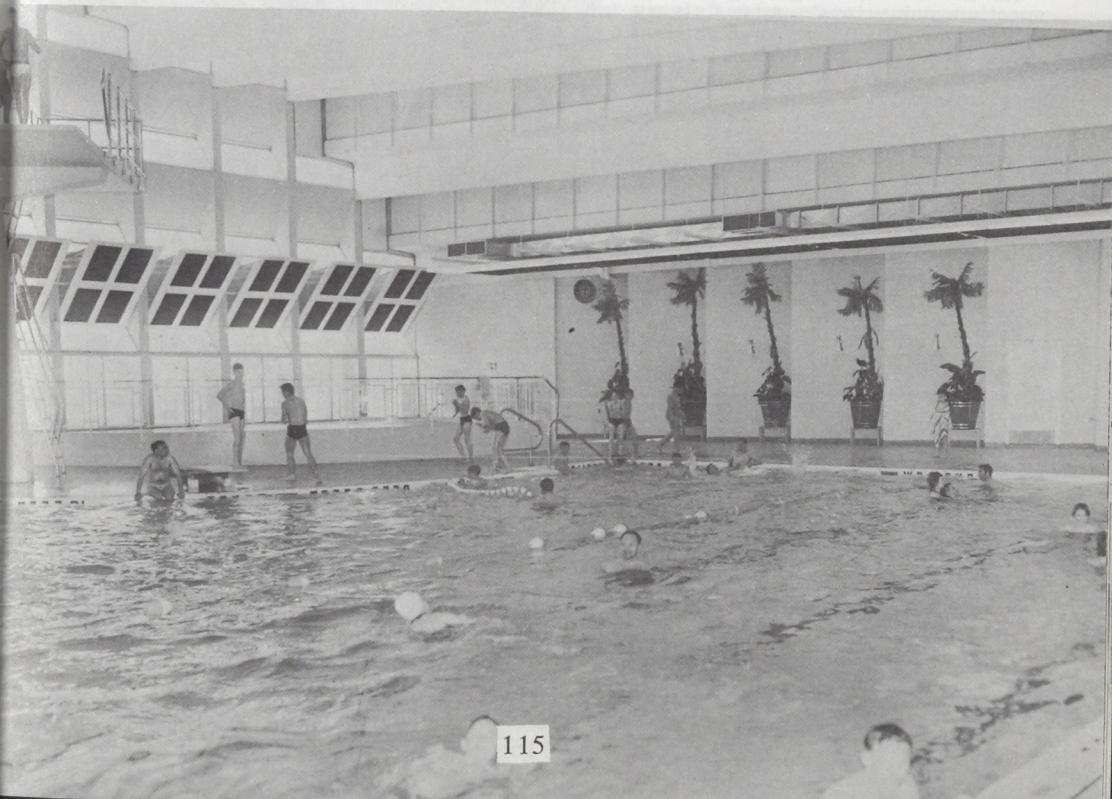
OPPOSITE UPTOWN THEATRE

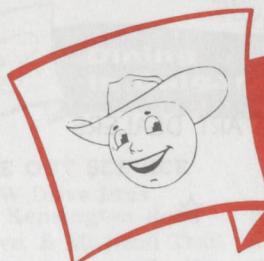
PHONE AM 2-3359 — 611 - 8th AVE. S.W.

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Visitors Are Always Welcome to Visit Our Galleries and Salon

One of Calgary's Year-round Swimming Pools





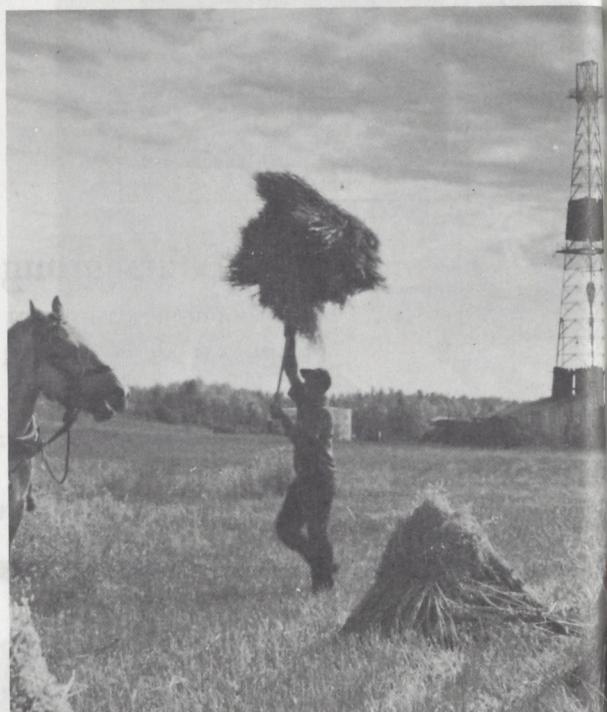
Agriculture in Calgary

Almost as early as ranching, agriculture has played a major role in Calgary. With the coming of the railroad, homesteaders poured into Calgary. The rich topsoil grew lush crops, soon made Calgary the centre of a huge agricultural area. Irrigation opened up thousands of acres of previously arid land, increased the many farm products coming into the city.

Naturally, such growth in the farming industry led to complementary industries. Today three large flour mills and a huge malting plant operate within Calgary city limits. There are elevators with a total capacity of more than 6 million bushels.

Wheat is the predominant grain produced in the area, and a large production of barley. The area is practically rust free, attributed to the cool nights and high altitude.

As the second largest grain inspection point in Canada, Calgary centres a crop district of 3 million acres. Many Master Farms are located in the Calgary crop area. Visitors are always welcome to drop in any time.



Double Harvest — Oil and Grain



Modern Large Scale Farming is a Common Sight in the Calgary Area.



Mostyn - Brown

GENTLEMEN'S APPAREL

W. B. MAITLAND, Manager

331 - 8th Avenue S.W. Calgary AM 6-5410

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MUNROSPUN SWEATERS

McGEORGE CASHMERE SWEATERS

MEGGI HEAVY KNIT WOOLS FROM WEST GERMANY

DAKS SLACKS

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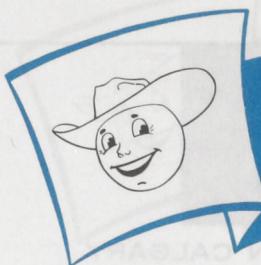
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IS ON RADIO 1

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THE RADIO CALGARY
FAMILIES PREFER -
AND SO WILL YOU!

Pleasant Retirement for tractor-displaced farm horses





Points of Interest

Calgary has an amazing variety of attractions to offer. Whatever your personal interest may be, odds are heavily in favor of you finding it in the colorful cow-town.

Listed below and on the following pages are the many points of interest. Don't take our word for it — see them for yourself and know why Calgary has long been a pleasant portion of every enjoyable vacation.

To make the complete visit in your own car, tour signs lead you easily to each attraction. To make it even easier, marked tour maps are available at all tourist information centres at no cost.

For complete enjoyment of the city, park your car and take a tour bus. Calgary Gray Line run five tours daily (full details in ad on opposite page). You can relax and enjoy the city with interested drivers who can point out each attraction and item of interest, with the whole story on each.

Here's what to look for in Calgary —

CALGARY EXHIBITION & STAMPEDE GROUNDS — Victoria Park — 16 Ave. & 2 St. S.E.

Home of the "Greatest Outdoor Show on Earth", the grounds of Victoria Park always have something of interest even when the big show is over. The "Corral", one of Canada's foremost sports arenas features a gallery of pictures of sporting events back to the early days. This fine display lines the walls of the entire concourse circling the main arena area. The "Big Four" building is the world's largest curling rink and multi-purpose exhibit building. "Old Fort Calgary" takes you back to days when pioneers were making the west. Horse shows, bull sales, 4-H Club activities, sheep, cattle and swine shows, horse racing and numerous other events are staged regularly at Victoria Park. No charge except for special events.

READER ROCK GARDENS — 26 Avenue and 2 Street S.E.

Wandering in profusion over a wide area of hillside, this is a horticultural wonderland. Over 2,000 shrubs, trees, and plants from around the world, each carefully identified, can be found. Natives of Asia and Europe, South Pacific and Orient make the park a delight to anyone with an interest in horticulture. No charge, of course.

CALGARY STOCKYARDS — 21 Avenue at 12 Street S.E.

A focal point for livestock in the west. With daily auctions of the finest beef, a major shipping point to all areas, the sprawling yards are a fascinating spot to anyone with an interest in livestock. Nearly 100 million dollars a year in stock passes through the Calgary Stockyards.

BREWERY GARDENS AND HATCHERY — 9 Avenue at 15 Street S.E.

Acres of smooth lawns, shady walks and colorful shrubbery surround the largest trout hatchery on the continent. Meandering streams of clear spring water trickle through pool after pool, each containing fish of all sizes. A peaceful, relaxing spot visited by hundreds of thousands each year, who not only enjoy the spectacular surroundings, but the natural setting for trout of all varieties. Be sure to take your camera. Free every day of the week.

BREWERY AQUARIUM — 9 Avenue and 15 Street S.E.

Canada's only inland aquarium is located at the beautiful Brewery Gardens. A fascinating array of fish from around the world are displayed in typical surroundings in each glass-walled tank. One of the



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Half Fare.



finest trout displays, featuring every variety of the popular game fish, joins sea turtles, reptiles, the fierce piranha fish and a host of others to make a visit to the aquarium a high light of your tour. No charge at all.

CALGARY BREWERY "HORSEMAN HALL OF FAME"

9 Avenue & 15 Street S.E.

Never a museum quite like this one. The front cover of this Guide gives you a taste of what's in store. When fully completed, this life-sized, full-drama exhibit will let you see the men who made the west at first hand. Never in history has such painstaking detail gone into establishing such a vivid, accurate story of our country's pioneers. Don't visit this unless you have time enough to look and see and feel the story the Hall of Fame offers. As you find so often in friendly Calgary — no charge.

SPECIAL TOURS

Often, you may want to see just how an industry operates. Maybe you've wondered how a newspaper is printed, a passenger-car tire is

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3. **AUDITORIUM TOUR . . . \$1.00 . . . 1 HOUR (approx.)**
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4. **CAMERA TOUR . . . \$1.50 . . . 1 3/4 HOURS (approx.)**
Daily at 4:15 p.m. June 15 to Sept. 7
5. **TWILIGHT TOUR . . . \$2.50 . . . 2 1/2 HOURS (approx.)**
Daily at 7:00 p.m. July 1 to Aug. 31

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made, a hotel kitchen handles hundreds of meals a day.

Many special tours can be arranged to suit your group. Please remember that a reasonable notice is needed, and that industry can cater to several, but not always to one or two.

Two, always-available tours are yours for the asking, anytime. Others, with nominal notice.

ALBERTA DISTILLERS LTD.—This modern plant, at 14 Street and 34 Avenue S.E., produces some of the fine Canadian liquors you have enjoyed over the years. See it made for yourself with regular tours every Friday at 2:00 p.m. No charge at any time. Group tours easily arranged for other times. For details, call BR 3-1545 or AM 9-1677.

CALGARY BREWING & MALTING CO.—One of Canada's pioneer breweries, yet modern as next year, Calgary Brewery offers guided tours Monday to Friday at 10:00 a.m., 11:00 a.m., 1:30, 2:30 and 3:30 p.m. Even for children, this is an educational, interesting-every-step tour that everyone will enjoy. Naturally, no charge.



Receiving the traditional Calgary White Hat



Points of Interest

INGLEWOOD BIRD SANCTUARY — 9 Avenue & River

A year-round haven for waterfowl. Warm springs that keep water temperature at 40 degrees or higher all year provide open water even in the coldest weather. Simply follow 9 Avenue East as far as the river, follow the signs to this interesting birdland.

CALGARY ZOO St. George's Island

Canada's largest, with over 1100 live exhibits. Educational yet easy to enjoy, the Zoo continues to grow every month. There are hundreds of most unusual exhibits. Recently received are a pair of camels, an adorable pair of baby gorillas, just to mention a couple. Visitors find so many fascinating exhibits it's hard to know where to start. The ant-eater, "Sir Antsalot"; the baby elephant "Gyro"; the talking myna bird "Jackie"; the three-eyed Tuatara, "Tri-eyes"; the penguin twins "Snow and Bank"; all the fun of a well-planned zoo is yours — no charge. Of particular interest is the kiddies section, where special

"Zooperintendents" are on hand to help youngsters meet animals their own age on a person-to-animal basis. Don't miss the zoo, and don't fail to take your camera and lots of film.

CALGARY NATURAL HISTORY PARK St. George's Island

The history of time unfurls in dramatic fashion at the "Dinosaur Park". You enter under the wings of a faithful reproduction of a Pterandon, a creature that weighed only 67 pounds but had a wing-spread of 27 feet. Every creature you've read and heard about is depicted, in real life size. "Dinny", the Brontosaurus, all 120 tons of him, joins with the diminutive Dawn Horse in creating a never-never land for you and your camera. No charge, of course.

CALGARY INTERNATIONAL AIRPORT — McCALL FIELD Airport Road

The only Canadian terminal currently offering roomettes, cocktails, nightly entertainment and every modern facility. Be sure to see the striking mural in the main waiting lounge. Ample parking. Don't miss this on your tour, one of the most remarkable terminals on the continent.

Welcome to Calgary

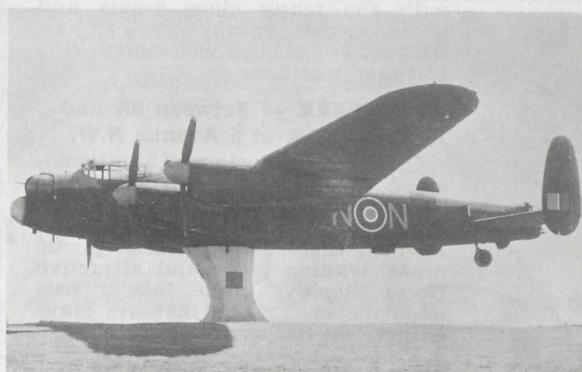


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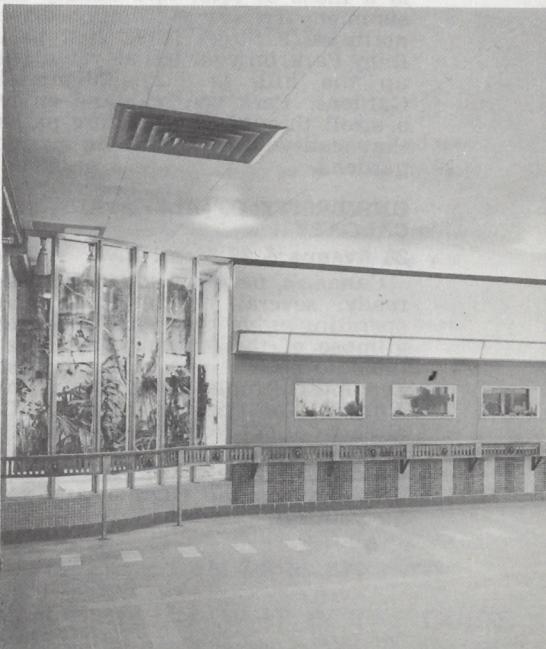
BOMBER DISPLAY

One of the proudest, hardest-working aircraft in World War II was the then-immense Lancaster Bomber. Long since obsolete, the "Lancy" created a legend that refuses to die. A group of Calgary citizens, led by former air force members with fond memories of the Lancaster, purchased one of the few remaining. Today, it sits, impressive, historical and interesting, on the grounds at Calgary International Airport. Stop for a look at this grand old warrior — and have your camera with you for a real conversation-piece photo.



Lancaster Bomber — a proud veteran of World War II sits on permanent display at Calgary International Airport — McCall Field.

A portion of Canada's only inland aquarium



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Points of Interest

PROVINCIAL INSTITUTE OF TECHNOLOGY AND ART — 16 Avenue and 9 Street N.W.

A cultural and technical centre, providing training in a wide range of skills and arts. The main building overlooks lovely Riley Park, with the many class rooms and shops spread around the campus. Visitors are always welcome at this training institute.

RILEY PARK — Between 9A and 12 Street N.W. at 5 Avenue N.W.

Originally a portion of the homestead of one of the early settlers, Thomas Riley, this park almost insists you relax and enjoy it. Broad lawns, huge shade trees, picnic areas, wading pools and attractive floral displays make this a true beauty spot. Cricket matches played here every Saturday. No charge.

BURNS MEMORIAL GARDENS —

Natural sandstone, taken from the home of one of Calgary's pioneer citizens, Senator Patrick Burns, has been used to create this unusual and beautiful rock garden. Sweeping across the slopes of the Technical School grounds from 9A Street over the hill, this memorial is a mass of color and beauty all summer. To see it, simply drive north on 9 Street N.W. Just past Riley Park, on your left as you drive up the hill, is Burns Memorial Gardens. Park your car and enjoy a stroll through the winding paths that lead you through these quaint gardens.

UNIVERSITY OF ALBERTA, CALGARY

26 Avenue & 26 Street N.W.

Canada's newest University. Already, several buildings up and operating give you an intimate glimpse of the future today. Destined to become one of the largest and most complete educational institutions on the continent, U.A.C. already offers you an opportunity to see a major university in the making. Cruise thru the many driveways in the campus and see for yourself.

VIEW POINTS

Few cities have a geographical location the equal of Calgary. Starting in a valley, and gradually growing up and over the surrounding hills, the city can supply some tremendous view points. A few are listed below for your interest.

Crescent Road View Point —

Overlooking the entire downtown area, with ample parking, this is one of the finest views of any city. With many gracious homes behind the view point, Crescent Road provides a perfect spot for photography, or just pleasant viewing. Follow Centre Street North to 7 Avenue N.W., turn left, and the "White Hatter" tour signs will lead you to this wonderful view point.

Britannia Drive — In a distinctive district, this view point provides a sweeping view of Glenmore Dam, the Golf & Country Club, with a back drop of the Rockies. Follow Elbow Drive south to Britannia District, let the "White Hatter" tour signs lead you through the district to this distinctive view point.

Spruce Cliff View Point — Here is a truly breath-taking view. To your left, the Bow Valley with the river winding through, and the suburban towns of Montgomery and Bowness. Ahead, the sweep of homes and business areas; to the left, the downtown skyline. Drive west on 17 Avenue W. to 33 Street W. and follow the "White Hatter".

Broadcast House — The entire city is yours in the sweeping view from the picture windows. Visitors always welcome. Just follow 11 Avenue West to 53 Street.

Blackfoot Trail

Drive out the Blackfoot Trail until you reach the Firestone Tire Plant, pull over to the side of the road — and look close! Way over, to the west, the Rockies stand like a majestic picket-fence backdrop for the valley and the city. You have it all there in front of you in one unbelievable panorama. Just another of the unusual viewpoints of Calgary.

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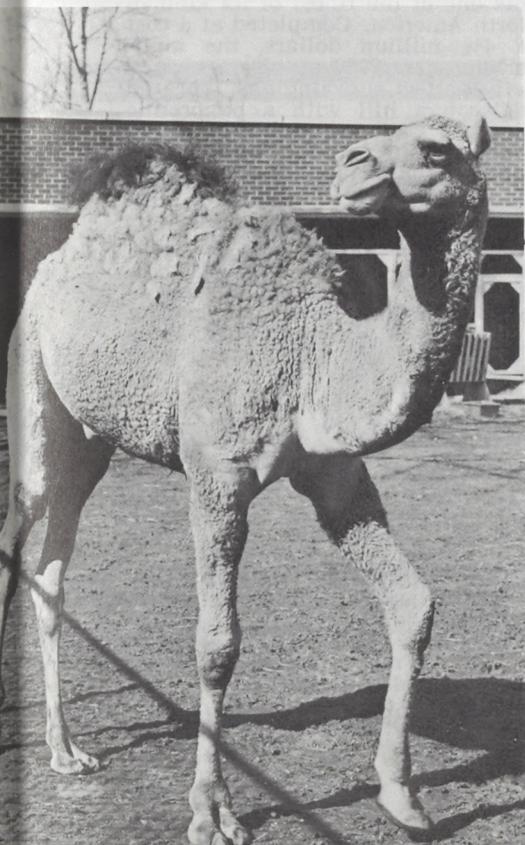


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McMAHON STADIUM —

Just completed, the new sports stadium is not only one of the largest in Canada, but features every modern innovation. Located on the North Hill, just off Highway 1A, McMahon Stadium is located to fit in with the campus of the new University of Alberta, Calgary, now under construction. See the many modern University buildings just north of the stadium.

CALGARY SHOPPING CENTRE — 16 Avenue, between 14 Street and 17 Street N.W.

Second largest in Canada, with dozens of stores and shops, parking for 3,000 cars, this is a complete one-stop shopping centre. Superb specialty shops, modern beauty shops, department stores, supermarkets and restaurants combine to make this worth a visit.

THE SOUTHERN ALBERTA JUBILEE AUDITORIUM 14 Avenue and 14 Street N.W.

A gift to the southern portion of the province by the Alberta Government, this magnificent audi-

torium is open daily for your pleasure. Guides are always available to give the details that make this one of the finest of its kind in North America. Completed at a cost of 4½ million dollars, the auditorium seats 2760 people in acoustically perfect surroundings. Located high on a hill with a panoramic view of Calgary, you will enjoy every minute of your visit to the Jubilee Auditorium. No charge.

BOWNESS PARK — Bowness

Just seven miles from the city limits, this is real family playground area. Canoeing, miniature golf, dancing, or just plain loafing are yours to choose. Picnic areas always available. Very small gate charge.

HAPPY VALLEY No. 1 Highway West

Here, in Canada's largest (460-acres) man-made recreation area, you can find the sort of pleasure your family likes. You have to see it to believe it. Golfing (pitch and putt, miniature and driving range), trout fishing (no catch—no cost), go-carts, barbecue areas, riding, swimming, trampolining — you name it. Full winter fun, too. A reasonable dollar per car gets you access to this fascinating fun area. Stop for your share of the pleasure available every day, all day.

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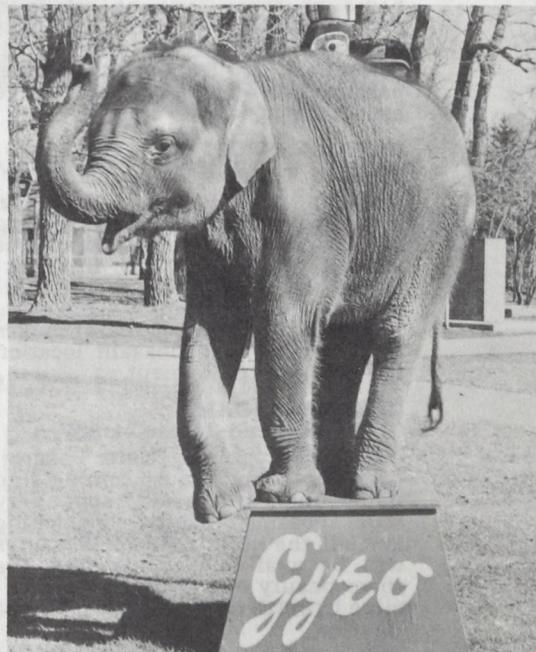
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"Gyro," the children's pet at Calgary Zoo





Points of Interest

HOSPITALITY CENTRE AND 5934 LOCOMOTIVE

The largest steam locomotive in the British Empire sits proudly on display in Mewata Park. A miniature railway station in conjunction is also a year-round information centre, open for your convenience and service.

Designed before the advent of the diesels, the Selkirk type locomotives were used to pull passenger and freight trains alike over the mountains. These mammoth units were declared obsolete with the coming of the diesels. One locomotive, 5934, has been preserved for all times at Mewata Park. Bring your camera and come prepared to enjoy a close-up of one of railroading's finest creations. Don't miss this exciting exhibit. Have your picture taken at the throttle of this railroading giant. No charge anytime.

ALLIED ARTS CENTRE — 9 Avenue at 8 Street S.W.

The cultural centre of Southern Alberta, the Allied Arts Centre is the home of every type of arts and crafts. Exhibits held regularly of many handicrafts and arts, with permanent displays of model trains, paintings and Indian art. No charge except for special events.

CHINOOK SHOPPING CENTRE — Macleod Trail at 66 Avenue S.W.

A 12½ million dollar centre. From department store to bowling alley, and from fine restaurants to unusual specialty shops, this just-opened centre features a delightful mall to make shopping a pleasure. Plenty of parking (3500 cars) makes this an easy and pleasant location for shopping enjoyment.

GLENMORE DAM 66 Avenue and 14 Street S.W.

Calgary's prime water source, Glenmore Dam is just coming into its own as a true beauty spot. Very soon, boating, fishing, picnicking and all the other outdoor pleasures will be available. Until then, the sheer beauty of a sunset over Glenmore is worth a visit to this pleasant location.

RESIDENTIAL AREAS

Calgary offers many distinctive residential areas. Sedate, lovely Mount Royal is one of the city's older districts. As such, massive trees, immaculate lawns and corner parks add to the distinctive architecture. Mayfair, one of the newer districts, offers striking homes in attractive surroundings. Many new, medium-priced districts provide an excellent opportunity to see project developments at their best. Thorncliffe, Meadow Lark Park, Glendale Meadows, Kingsland and many others will provide a pleasant drive.

CENTRAL PARK —

**South of 12 Avenue W.
between 3 & 4 Street W.**

A mass of colour, with shaded benches that invite relaxation, here is a park of peace and beauty. The Cenotaph, memorial to heroes of two Great Wars, faces 4th Street. Every inch of the park is a tribute to the fine work of the Calgary Parks Department. Stop over for a few minutes to enjoy peaceful strolls through this magnificent park. The main branch of the Calgary Public Library is located at the east end of Central Park.

DOWNTOWN CALGARY

The heart of Canada's Oil Capital, downtown Calgary offers the ultimate in modern centres. Massive department stores, fine restaurants and cocktail lounges, specialty stores of every kind. Shopping in Calgary is a pleasure, with every variety of goods to choose from, and priced by competition at fair value. Note the many modern office buildings that give Calgary such an impressive skyline.

SUMMARY

There's more — much more. We've only touched on the highlights, the obvious. For those who want to look closer, there's still a wealth of pleasure and interest. Drop in at Hospitality Centre, Mewata Park, for more of the exciting, only-in-Calgary points of interest here for your enjoyment. Should you be unable to drop in, simply telephone AM. 9-1677 or AM 2-1425 and The White Hatters will be pleased to suggest something new and different.

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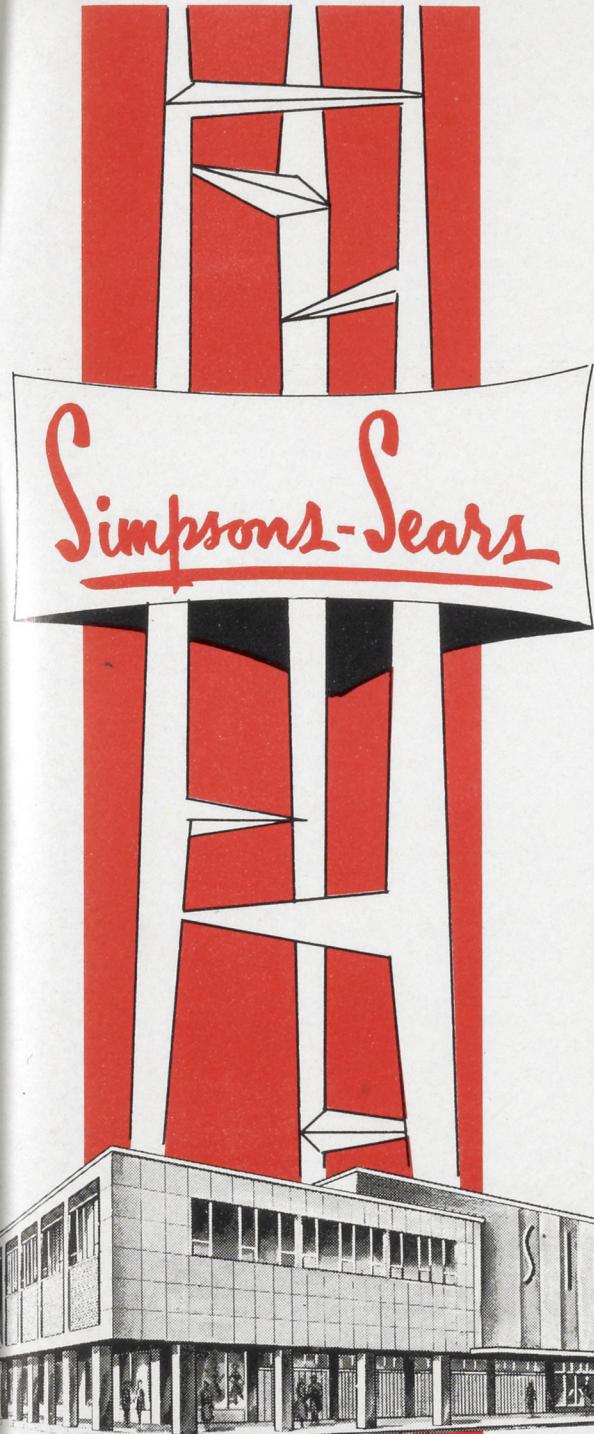
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